

College of Business

Tennessee State University

BISI 3500 – Data Mining
Fall 2012

INSTRUCTOR:

Dr. Gerald P. Marquis

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Office hours: M 2:30 p.m. – 4:30 p.m. & 8:00 p.m. – 9:00 p.m.
T 1:30 p.m. – 4:30 p.m.
W 2:30 p.m. – 4:30 p.m.
R 1:30 p.m. – 4:30 p.m.
And by appointment

REQUIRED TEXTBOOK:

Excel 2007 Workbook for Dummies, Greg Harvey, Wiley Publishing, Inc., ISBN: 978-0-470-16937-7, WITH DISC

CATALOG DESCRIPTION:

This course will cover both the predictive and descriptive models of analysis to discover patterns and relationships in sets of data. The total knowledge discovery process will be examined including; identification of the problem to be solved, collection and preparation of data, deploying the models, and interpreting and monitoring results. Prerequisite: BISI 2150

COURSE OBJECTIVES:

- To gain the ability to use software to identify relationships in large data sources.

ASSIGNMENTS & EVALUATION CRITERIA:

Course Work:	Mid-Term Exam	100 pt.	Grading:	90	–	100	A
	Final Exam	100 pt.		80	–	89	B
	Class Assignments/Projects	200 pt.		70	–	79	C
				60	–	69	D
				0	–	59	F

	Course Total	400 pt.					
Bonus Points:	AITP Membership	4 pt.					
	AITP Attendance	1 pt.	Each meeting after joining				

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ACADEMIC INTEGRITY:

Academic honesty and integrity lie at the heart of any educational enterprise. Students are expected to do their own work and neither to give nor to receive assistance during quizzes and examinations. Deliberate violations of academic integrity (plagiarism, cheating, and misrepresentation, of information) and fabrication are not tolerated. Actions outlined in the Tennessee State University Student Handbook under Code of Student Conduct will be followed for incidents of academic misconduct.

REASONABLE ACCOMMODATIONS:

Any students requiring accommodations should contact Patricia Scudder, Director of Students with Disabilities-Disabled Student Services Office, at 963-7400, preferably before the fourth class meeting. The College of Business, in conjunction with the Office of Disabled Student Services, makes reasonable accommodations for qualified students with medically documented disabilities. I need to be aware of your status if it will affect your class activities and assignments---before assignments are due.

CODE OF STUDENT CONDUCT:

There will be no eating, drinking, sleeping or disruptive behavior in the classroom. Each student is encouraged participating in classroom activities, asking questions, and working along with the class as recommendations/problem solutions to illustrations, examples, and cases are examined. Additionally, cell phones must be turned off upon entering the classroom and should remain so until class has ended. Action will be taken against those students who do not adhere to appropriate classroom behavior.

ATTENDANCE AND LATE WORK:

Students are expected to arrive in class on time and ready to work. Projects and/or homework will be accepted after the due date and time with a 10% reduction in the score for each day or partial day the work is late

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Policies & Procedures

1. **ALL** electronic devices other than laptop computers are **NOT** to be used during class for **ANY** purpose.
2. Any student that either commits or aids in the commission of cheating or plagiarism will receive an “F” in this course.
3. The instructor reserves the right to change the class schedule as needed during the semester
4. All students are expected to arrive in class prepared, i.e., assigned readings completed and homework ready to turn in for grading.
5. For quizzes and exams students are responsible for **ALL OF THE MATERIAL IN THE ASSIGNED CHAPTERS OF THE TEXTBOOK** regardless if the topics were discussed in class or not.
6. If there is a problem taking an exam at the assigned time, students **MUST** contact the instructor **PRIOR** to the day of the exam or **NO** make-up test will be allowed and the student will receive a zero for the missed exam.
7. No missed quiz can be made-up unless the student has an instructor approved written excuse **and the quiz has not yet been returned to the class.**
8. Projects and/or homework will be accepted after the due date and time **with a 10% reduction in the score for each day or partial day the work is late.**
9. Students that do not return any portion of any exam material will receive a final grade of “F” in this course.
10. Project and/or homework material left with the instructor at the end of the semester will be retained only two (2) weeks into the next semester, after which they will be destroyed.
11. Students that want a grade report from the instructor can:
 - a) Check your grade on MYTSU or
 - b) Send an e-mail request for their grade, which will be sent via the reply function.
 - c) **GRADES WILL NOT BE GIVEN OUT OVER THE TELEPHONE**