

AMBERTON UNIVERSITY
e-COURSE SYLLABUS

MGT6490.E1 Enterprise Analytics
Fall 2026

PROFESSOR INFORMATION:

Professor: Dr. Nicholas Bowersox
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COURSE INFORMATION:

MGT6490.E1 Enterprise Analytics
Level: Graduate
Beginning Date of Session: Saturday, September 12, 2026
Ending Date of Session: Thursday, November 19, 2026
Student access available to the Student Portal: Saturday, Enter Date.

Students enrolled in distance learning courses are not assessed any additional fees for security or identity verification.

PREREQUISITES:

ACC6135, MGT6460, MGT6470, MGT6480, MKT6450

TEXTBOOK(S) AND REQUIRED MATERIALS:

Title: N/A
Author: N/A
Publisher: N/A
Year Published: N/A
Edition: N/A
ISBN: 13: N/A
Price: Available at <http://amberton.ecampus.com>

Students should verify enrollment in course before purchasing textbooks. Textbook information and ordering options are available through the Amberton Virtual Bookstore. Since no books are sold on campus, students should plan accordingly and purchase their books in advance of the first day of class, allowing time for shipping.

APA REQUIREMENT:

APA (American Psychological Association) style is most commonly used to cite sources within the social sciences. This resource, revised according to the 7th edition, offers examples for the general format of APA research papers, in-text citations, endnotes/footnotes, and the reference page. For more information, please consult the Publication Manual of the American Psychological Association, (7th ed.). All coursework at Amberton University will comply with the standards contained in the APA Publication Manual.

COURSE COMPETENCIES:

This capstone course acts as the culminating experience for those students enrolled in the MS Enterprise Analytics program. Students will be required to review, integrate, and apply concepts learned in the program towards the completion of a final course project. There will be a special focus on (1) how analytics can be used across the business enterprise, (2) how analytics can shape strategic business decisions and have far-reaching impact, and (3) how analytics will change and impact the future business environment. Additionally, this course will prepare students to communicate statistical and analytic concepts to broad audiences including senior leadership, many of which may not be well-versed in technical subject matter.

UPON COMPLETION OF THE COURSE, THE STUDENT WILL BE COMPETENT IN:

1. Critically examining real-world problems using teamwork, logic, and data analytics to provide support for organizational decisions.
2. Integrating business analytics capabilities with strategy, leadership, and management skills to affect positive change.
3. Achieving mastery of graphical, descriptive, and inferential statistical analyses covered in the MSEA program through the use of problem-based learning techniques.
4. Applying business analytical techniques through discussion business analytics simulations, written integrative case analyses, and a final presentation.
5. Understanding the role that data analytics plays in helping an organization achieve its strategic initiatives and attain a long-term competitive advantage.
6. Demonstrating that data analytics and organizational decision-making are integrative processes, and that as decisions take place, new data must be analyzed and understood.
7. Understanding that successful financial performance is the result of several possible variables; that is, rarely does a single variable fully explain a business outcome of interest.
8. Taking a general statement of a problem and clearly identifying a specific formulation that can be studied with available data and information.
9. Identifying appropriate analytic tools and techniques for solving the stated problem.
10. Drawing appropriate conclusions that are supported by an in-depth and rigorous data analysis.
11. Communicating methods of analysis and associated findings in writing.
12. Communicating methods of analysis and associated findings verbally.
13. Creating visualizations that clearly, correctly, and effectively represent data, summarize statistical models, and communicate the results and findings.
14. Researching and applying AI models to solve specific business problems, with a focus on machine learning and other subsets of AI relevant to data analytics.

ACQUIRED SKILLS

1. Visualization Creation
2. Analytical Skills
3. Communication Skills
4. Strategic Initiatives for Competitive Advantage

COURSE POLICIES:

STUDENTS' RESPONSIBILITIES:

This syllabus contains information, policies, and procedures for a specific course. By enrolling, the student agrees to read, understand, and abide by the policies, rules, regulations, and ethical standards of Amberton University as contained in the current university catalog and schedule of classes.

ATTENDANCE POLICY:

Regular and punctual class attendance and engagement is expected at Amberton University. In case of an absence, it is the student's responsibility to contact the professor as soon as possible. If a student intends on withdrawing from a course, it is the student's responsibility to follow the university's policy on formally withdrawing from a course. **Ceasing to attend classes does not constitute an official withdrawal.**

Attendance in a lecture course is defined as punctual arrival to, and engagement in, a full lecture session. A Student in a lecture course missing more than 20% (two class periods for weekday classes or one class period for Saturday classes) of the class meetings may be assigned a grade of an "F" or withdrawn at the discretion of Amberton University.

Attendance in a distance learning course is defined as active participation in the weekly online class sessions. "Active participation" can be defined as: submitting an academic assignment, taking an exam, engaging in an interactive tutorial, participating in an online discussion forum (or chat session), or initiating (or responding to) a communication with a faculty member about an academic assignment or the subject matter of the course. A student not meeting these requirements may be assigned a grade of an "F" or withdrawn at the discretion of Amberton University.

PLAGIARISM POLICY:

Plagiarism is the presentation of someone else's work as though it were your own. If you use another person's words, ideas, or information; or if you use material from an outside source – whether a book, magazine, newspaper, business publication, broadcast, speech, or electronic media – you must acknowledge that source. Plagiarism is a violation of the University's code of student ethical conduct and is one that is taken seriously. Amberton University operates on an honor system; therefore, honesty and integrity are essential characteristics of all who are associated with the institution. All Amberton students are expected to abide by the honor system and maintain academic integrity in all their work. Amberton University and its instructors monitor student work for plagiarism and reserve the right to submit such work to technology-based plagiarism detection services and applications at any time.

Self-plagiarism means reusing work that you have already published or submitted for a class. It can involve:

- Resubmitting an entire paper
- Copying or paraphrasing passages from your previous work

Self-plagiarism misleads your readers by presenting previous work as completely new and original. Students may not submit the same paper in substance in two or more classes without prior written permission of the instructors involved.

Amberton University students who use Artificial Intelligence (AI) generated content must adhere to the following policies:

Originality: Students must avoid presenting AI generated content as their own original work. It is essential to acknowledge the involvement of AI in the content creation process in order to maintain academic and ethical standards.

Paraphrasing: When using AI generated content, students must rephrase and/or modify the generated text. Paraphrased AI generated content should also be properly cited.

Acknowledgement: When using AI generated content in any assignment, proper credit must be given to the AI system that generated the content. <https://apastyle.apa.org/blog/how-to-cite-chatgpt>

Students agree that by taking this course, all required assignments may be subject to submission for a textual similarity review to Turnitin.com for the detection of plagiarism and self-plagiarism. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism in future papers. Use of Turnitin.com service is subject to the Usage Policy posted on the Turnitin.com website.

Turnitin is a writing improvement and plagiarism prevention tool which uses special algorithms, to compare text-based student submissions to the Turnitin database and other online sources. Turnitin produces a detailed **similarity report** that can be customized and viewed by instructors and students.

Turnitin "Draft Coach" is a Google based add-on to Turnitin which supports students in developing high-quality academic writing; and serves as an integrity coach. Draft Coach helps address errors and improve the quality of student's writing by highlighting grammar mistakes, identifying incorrectly cited sources, and scanning for similarity across several databases. By providing formative feedback on how to address citation issues, incorrect grammar, and matches with the Turnitin database, Draft Coach provides explanations to help students become more confident writers, capable of producing higher quality work both in academics and in the workplace.

COURSE OUTLINE AND CALENDAR:

This course will focus on the student's academic and professional growth. The classroom activities will include textbook reading, discussions, homework, a final project, and a course paper. These activities are designed to help students acquire knowledge, increase learning, and master course content |

Week	Topic	Assignment	Competencies Covered	Due Date
1	Applied Business Analytics	Do Discussion 1	1 thru 14	September 20, 2026
2	Operations Analytics	Do Discussion 2 Submit Capstone Topic Idea (via separate discussion thread)	1 thru 14	September 27, 2026
3	Competitive Marketing Analytics	Do Discussion 3 Complete Program Reflection Paper	1 thru 14	October 4, 2026
4	Data Analytics for Accountants	Do Discussion 4	1 thru 14	October 11, 2026
5	Predictive Human Resources Analytics	Do Discussion 5 Submit Capstone Midterm Checkpoint Paper	1 thru 14	October 18, 2026
6	Ethics of Information Systems in Analytics	Do Discussion 6	1 thru 14	October 25, 2026
7	Database Management in Analytics	Do Discussion 7	1 thru 14	November 1, 2026
8	Artificial Intelligence (AI) and Machine Learning (ML) in Analytics	Do Discussion 8	1 thru 14	November 8, 2026
9	Future Trends in Analytics	Do Discussion 9	1 thru 14	November 15, 2026
10	Course Conclusion	Do Discussion 10 Complete Capstone Project Paper	1 thru 14	November 19, 2026

GRADING CRITERIA:

There are several types of assignments given in class. Four of them deal with the Capstone Project: the idea submittal, the midterm checkpoint, the final written paper, and the PPT presentation.

Discussions – There is a course discussion each week. Students are required to have an initial post answering the question and a reply post responding to a classmate. More details will be given in each discussion.

Capstone Project Idea (submittal) – All students must submit their Capstone Topic Idea. This will be done within a graded discussion forum. This will allow all students to see what others are doing (for brainstorming, knowledge sharing, idea gathering purposes). I will also provide comments within the discussion.

Program Reflection Paper – There is one program reflection paper. In this paper (max 4 to 5 pages), you will reflect on your experiences in the MS, Enterprise Analytics program at Amberton University. More details will be given in the course shell.

Capstone Midterm Checkpoint – Students will be required to submit what they have ‘so far’ regarding their written paper for the Capstone Project. This is solely graded on whether ample effort has been accomplished. Feedback will be given to assist you in completing the final submittal.

Capstone Project Paper – Students will be required to develop a written paper on their Capstone Project. Ideally, this project will be an applied project (likely a data analysis effort using data from your company, though other ideas are possible). More details will be given in the course shell.

Capstone Project PPT – Students will be required to develop a PPT presentation of their Capstone Project with voice-over/added narration to each slide. More details will be given in the course shell.

Assignment	Quantity	Points	Percent of Total
Discussions	10 (due weekly)	20 pts ea. x 10 = 200	20%
Capstone Project Idea	1 (due in Week 2)	100	10%
Program Reflection Paper	1 (due in Week 3)	100	20%
Capstone Midterm Checkpoint	1 (due in Week 5)	100	10%
Capstone Project Paper	1 (due in Week 10)	200	20%
Capstone Project PPT	1 (due in Week 10)	200	20%

Graduate

92 – 100 A

82 – 91 B

72 – 81 C

62 – 71 D

Below 62 F

GRADE NOTIFICATION AND INSTRUCTOR FEEDBACK:

Students should review instructor feedback provided through Moodle or Amberton CampusWeb Portal. Final grades are processed approximately one week after the session and may be viewed through the student portal. Grades will not be released by phone or through unsecured channels. University instructors will not leave a message with comments or grades in any type of media that is not secure.

For questions regarding grades after the semester has ended, students should use their university email account and contact the instructor at the faculty email address as provided above in Professor Information area.

INCOMPLETE GRADES:

An "I" (Incomplete) grade is granted only at the professor's discretion for emergencies or illness.

Students have 30 days from the end of the session to complete the course requirements. If the conditions are not met within this 30-day window, the "I" automatically converts to an "F".

HOW TO WITHDRAW FROM A COURSE:

To be official, the class withdrawal must be in writing and signed by the student requesting the withdrawal; no withdrawal is accepted verbally. Please review the “Schedule of Classes” (online or in-print) for procedures for class changes or withdrawals and the refund policy and schedule.

COURSE DELIVERY METHODOLOGY:

This course is delivered through Moodle. Students are expected to have reliable internet access, basic computer skills, the ability to upload/download files, use Amberton email, and submit assignments in the required format. Students needing assistance should use the Amberton SSO support/ticket process.

HOW TO ACCESS YOUR COURSE:

SINGLE SIGN-ON (SSO) INSTRUCTIONS FOR AMBERTON UNIVERSITY:

Students should access Amberton systems through the Single Sign-On portal at <https://sso.amberton.edu>. After logging in, students can access Moodle, Amberton email, CampusWeb, and other assigned applications. Students who need help accessing SSO should submit a support request through the SSO support option or contact support@amberton.edu.

MOODLE TUTORIAL:

Upon successful log in and access to the Moodle learning platform, there is a Student Moodle Tutorial course available, to learn about the basics of Moodle. Simply click on the link for the Student Moodle Tutorial and read through the various learning topics: Navigating; Communicating; Assignments & Exams; Grades; and Student Resources.

COURSE COMMUNICATIONS:

Students will communicate with faculty through the Moodle Learning Platform or the Amberton University email system.

EMAIL COMMUNICATION:

Students are expected to use their Amberton email account and Moodle for course communications. Students must use their official university email account for all university related communication and should check their Amberton emails regularly for course and university notices.

Upon completion of a session, all communication and course specific information is removed from the Moodle system. If a student needs to maintain a record of communications or assignments, the student is strongly encouraged to print out or download these items to a disk for their own records.

FORMAT AND SUBMISSION OF ASSIGNMENTS:

Assignments must be submitted through the appropriate Moodle assignment link unless otherwise directed by the instructor. Students are responsible for submitting files in the format required by the instructor.

INSTRUCTOR/COURSE EVALUATION:

Students will have the opportunity to complete an anonymous course and instructor evaluation near the end of the session. Instructions and dates will be provided through Moodle and/or Amberton email.

RESEARCH RESOURCES:

The Amberton Library provides access to full-text articles, peer-reviewed databases, and research tools, with options like Interlibrary Loan (ILL) and TexShare for items outside its collection. For research assistance, students can connect with library staff during operating hours via email (library@amberton.edu), phone (972-279-6511 ext. 185), "How-to" videos, live online chat, or in person at the Garland campus. The online library is available through Single Sign On (SSO).

MICROSOFT OFFICE 365 EDUCATION:

Amberton University students may access Microsoft 365 Education resources as provided by the university.

GOOGLE WORKSPACE FOR EDUCATION:

Amberton students are assigned a Google Workspace for Education account, including Amberton Gmail, Google Drive, Google Docs, Sheets, and Slides. Students should use their Amberton Google account for course-related work when required.