

**Note:**

**Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.**

## ***COURSE SYLLABUS***

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### **BMAL 720**

### **STRATEGIC DATA ANALYTICS AND DECISION MAKING**

#### **COURSE DESCRIPTION**

This course will focus on analytics and forecasting skills essential for organizational leaders.

#### **RATIONALE**

The purpose of this course is to provide students completing a Doctoral degree program and organizational leaders with analytical and forecasting skills essential for strategic decision making. This course supplies leaders with crucial strategic data analytics knowledge required at all level of management.

#### **I. PREREQUISITE**

For information regarding prerequisites for this course, please refer to the [Academic Course Catalog](#).

#### **II. REQUIRED RESOURCE PURCHASE**

Click on the following link to view the required resource(s) for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

#### **III. ADDITIONAL MATERIALS FOR LEARNING**

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Blackboard [recommended browsers](#)
- D. Microsoft Office

#### **IV. MEASURABLE LEARNING OUTCOMES**

Upon successful completion of this course, the student will be able to:

- A. Discuss various frames of strategic data analysis, including the background of the industry, forecasting, and how people fit into the analytics process.
- B. Examine the impact of analytics integration in organizations.
- C. Explain various aspects of decision making using analytical data collection, data measurement, and data management.
- D. Analyze statistical data to qualify an organizational scenario for problem diagnosis. Statistical analysis will provide managers with tools to gain insight into problems and insights for accurate problem assessment and review.

- E. Argue for the relevance of biblical truths through faith integration of leadership principles into organizational issues and concepts.

**V. COURSE REQUIREMENTS AND ASSIGNMENTS**

- A. Textbook readings and lecture presentations

- B. Course Requirements Checklist

After reading the Course Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.

- C. Discussion Board Forums (8)

Discussion boards are collaborative learning experiences. Therefore, the student is required to provide a thread in response to the provided prompt for each forum. Each initial thread must be 500–750 words (approx. 2–3 pages) and demonstrate course-related knowledge. In addition to the thread, the student is required to reply to 2 other classmates' threads.

Each initial post will be 500–750 words. After reading the course text on the weekly topic, the student will address the topic demonstrating critical thinking, synthesis and comprehension. Each discussion board is required to have at least three peer-reviewed sources cited 2–3 times. Both of the course textbooks are required sources plus one other high quality peer-reviewed source published within the last 5 years. At least 1 passage of Scripture is also required. All replies will be 250–500 words (approx. 1–2 pages) Each reply must provide critical thinking and synthesis to the point stated in the original author's post. Strict compliance to APA style standards is required.

- D. Faith Integration Papers (6)

Each paper will be at least 1,000–1,500 words (approx. 4–6 pages) with at least 4 high quality peer-reviewed sources. A 100–150 word abstract is required as part of the word count. Both course textbooks are required sources. Authors must answer the question being posed with critical reflection of the topic, supported by in-text citations and examples.

- E. Project/Leadership Integration Essays (2)

The student will write a 2,500–3,000 word (approx. 10–12 pages) research-based essay paper in current APA format that focuses on Leadership Integration. The paper must include at least 6 references in addition to the course textbooks. A 100–150 word abstract is required as part of the word count.

The Bible must be used as a source. The rest of the sources must be high quality peer-reviewed sources published within the past 5 years. Strict compliance to APA is required. In-text citations are required throughout the essay. Authors will take a Pro or Opposition position and support the position.

**VI. COURSE GRADING AND POLICIES**

A. Points

Course Requirements Checklist	10
Discussion Board Forums (8 at 50 pts ea)	400
Faith Integration Papers (6 at 50 pts ea)	300
Project/Leadership Integration Essays (2 at 150 pts ea)	300
<b>Total</b>	<b>1010</b>

B. Scale

A = 960–1010   A- = 940–959   B+ = 920–939   B = 900–919   B- = 880–899  
 C+ = 860–879   C = 840–859   C- = 820–839   D+ = 800–819   D = 780–799  
 D- = 760–779   F = 0–759

C. Disability Assistance

Students with a documented disability may contact Liberty University Online’s Office of Disability Accommodation Support (ODAS) at [LUOODAS@liberty.edu](mailto:LUOODAS@liberty.edu) to make arrangements for academic accommodations. Further information can be found at [www.liberty.edu/disabilitysupport](http://www.liberty.edu/disabilitysupport).

If you have a complaint related to disability discrimination or an accommodation that was not provided, you may contact ODAS or the Office of Equity and Compliance by phone at (434) 592-4999 or by email at [equityandcompliance@liberty.edu](mailto:equityandcompliance@liberty.edu). Click to see a full copy of Liberty’s [Discrimination, Harassment, and Sexual Misconduct Policy](#) or the [Student Disability Grievance Policy and Procedures](#).

## ***COURSE SCHEDULE***

### **BMAL 720**

Textbooks: Bartlett, *A Practitioners Guide to Business Analytics* (2013).

Merida, *Christ-centered exposition, exalting Jesus in 1 and 2 Kings* (2015).

<b>MODULE/ WEEK</b>	<b>READING &amp; STUDY</b>	<b>ASSIGNMENTS</b>	<b>POINTS</b>
<b>1</b>	Bartlett: ch. 1 Merida: pp. 50–86 2 presentations	Course Requirements Checklist Class Introductions DB Forum 1 Faith Integration Paper 1	10 0 50 50
<b>2</b>	Bartlett: ch. 2 Merida: pp. 129–163 2 presentations	DB Forum 2 Faith Integration Paper 2	50 50
<b>3</b>	Bartlett: chs. 3–4 Merida: pp. 164–190 2 presentations	DB Forum 3 Faith Integration Paper 3	50 50
<b>4</b>	Bartlett: ch. 5 Merida: pp. 224–257 1 presentation	DB Forum 4 Project 1/Leadership Integration Essay 1	50 150
<b>5</b>	Bartlett: ch. 6 Merida: pp. 258–297 2 presentations	DB Forum 5 Faith Integration Paper 4	50 50
<b>6</b>	Bartlett: chs. 7–9 Merida: pp. 490–530 4 presentations	DB Forum 6 Faith Integration Paper 5	50 50
<b>7</b>	Bartlett: chs. 10–11 Merida: pp. 428–463 3 presentations	DB Forum 7 Faith Integration Paper 6	50 50
<b>8</b>	Bartlett: ch. 12 Merida: pp. 607–640 1 presentation	DB Forum 8 Project 2/Leadership Integration Essay 2	50 150
<b>TOTAL</b>			<b>1010</b>

DB = Discussion Board

**NOTE:** Each course module/week begins on Monday morning at 12:00 a.m. (ET) and ends on Sunday night at 11:59 p.m. (ET). The final module/week ends at 11:59 p.m. (ET) on **Friday**.