



ISM 4547

Excel with Data Modeling for Business Analytics

CRN 87129, Section 001, 3 Credit Hours

COURSE SYLLABUS

Semester: Fall 2025

Class Meeting Days: R

Class Meeting Time: 3:30 – 4:45 pm

Class Meeting Location: BSN 1403

Instructor: Ilango Guru Muniyasamy

Office Location: CIS 2067

Office Hours: By appointment

Email: ilango@usf.edu

I. Welcome!

I am Ilango, an Assistant Professor in the School of Information Systems at the Muma College of Business. I have had a decade-long career in analytics roles in various industries such as Telecom, Consulting, Equity Research, IT and Financial Services. My last corporate role was as the Head of Analytics for a financial services firm where I ran projects around employee performance analytics, risk analytics and product personalization for the company's customers.

I then transitioned to academia, completing my PhD in Management Information Systems from Purdue University in 2024. My research primarily focuses on online platforms and how platform policies affect user behavior and platform economics. This is my third time teaching ISM 4547 at USF. In this course, I will draw upon the insights gained from both, my industry and academic experience.

Business Analytics is a core function in all organizations. Over the years, new tools and techniques have emerged and are pushing the cutting edge in the analytics function. However, MS Excel remains a core part of the toolkit for individuals and companies. The software has over 1 billion users and is leveraged by over 50% of businesses globally. The software has capabilities that address most of the needs of analytics functions in organizations. Yet, most users barely scratch the surface of its potential.

In this course, we will learn and implement important data modeling techniques for business analytics by leveraging the power of MS Excel. We will focus heavily on practical applications and implementation with the aim of enhancing your skills and prepare you for a job in the business analytics function of organizations.

II. University Course Description

This project-based course provides students with an opportunity to explore business analytics using advanced Excel techniques, incorporating SQL.

III. Course Prerequisites

CAI 3801 or ISM 3011

IV. Course Format

This course follows the Hybrid Blend model, i.e., a mix of face-to-face meetings and online learning.

Online learning will include a mixture of assigned online learning material, lectures and demonstration exercises. Face-to-face meetings will involve practical application of techniques learnt by the students on Excel workbooks and other datasets.

Students are expected to have a working computer/laptop with MS Excel installed and the minimum resources required to run the software. USF provides each student with the Office 365 license and instructions to install the software. Please use the following link for relevant details: <https://software.usf.edu/microsoft-office-365>. It is mandatory to bring your laptops with MS Excel installed and running to the in-person classes.

V. Student Learning Outcomes

Upon successful completion of this course students will:

1. Be competent at designing/building Excel applications that will effectively analyze data to solve business problems and identify business opportunities.
2. Use data modeling to understand available information and facilitate integration with external data sources.
3. Demonstrate visualization techniques using Excel with internal and external sources to communicate complex data and data relationships.
4. Integrate advanced capabilities of Excel into analysis such as optimization and statistical modeling, working with larger worksheets and data sets, techniques to automate Excel applications, etc.

VI. Course Objectives

Equip students with the skills to perform basic and advanced analytics at data-driven businesses using MS Excel

VII. Required Texts and/or Readings and Course Materials

No required text.

Optional: Data Analytics Using Excel Microsoft 365 With Accounting and Finance Datasets, Version 3, By Joseph M. Manzo.

VIII. How to Succeed in this Course

USF maintains information to help students succeed at the University. Our class is designated as a Hybrid class. See suggestions and guidelines below:

Successful students in this class complete all readings in advance of scheduled time to discuss with teammates or the full class. Time in class or in discussion groups is designed to further and deepen

the knowledge, concepts, and skills from the readings – not just repeat the information.

Additionally, you will want to sharpen your study skills, as this course involves a lot of content and information. Here are two important resources for you to look at:

1. This one-page handout details what the study skills behaviors of top students look like:
<http://bit.ly/successfulstudentbehaviors>
2. This 18-page PDF provides 101 individual tips for effective study skills and note-taking:
<http://bit.ly/studyskillstips>

IX. Grade Categories and Weights

There are no major written exams in this course. Your grade will be based on Excel or other Projects submitted, Other Graded Assignments (homework, some presentations, etc.) and Class Attendance. All work in the course is to be one and submitted individually by each student. The grade determination for the course is as follows:

Category	Details	Weight
Projects	Two INDIVIDUAL projects assigned in each module to reinforce technical skills.	45%
Graded Assignments	Homework assignments covering each topic of the course.	45%
Class Attendance		10%

X. Academic Continuity

During any semester, there is a possibility the course may be disrupted, whether due to continued pandemic or hurricane season. Should the university transition to remote instruction, I will host live, synchronous sessions using Microsoft Teams at the assigned Face-to-face meeting time.

XI. Communication

My email (ilango@usf.edu) is the primary mode of communicating with me. I will respond to emails within 24 hours on weekdays, and 48 hours on weekends. Students can also use the Discussions tab on Canvas for communications that might benefit the entire class. I will check this tab once every weekday.

XII. Grading Scale

Grading Scale (%)

94 – 100	A	74 – 76	C
90 – 93	A-	70 – 73	C-
87 – 89	B+	67 – 69	D+
84 – 86	B	64 – 66	D
80 – 83	B-	60 – 63	D-
77 – 79	C+	0 – 59	F

XIII. Course Schedule.

Our summary schedule for the course provides information on Class Modules (weeks and overall topics). The schedule is available on Canvas (see Syllabus) and is subject to potential change. Always refer to Canvas for the latest version of our schedule, assignments, and due dates, etc.

XIV. USF Core Syllabus Policies

USF has a set of central policies related to student recording class sessions, academic integrity and grievances, student accessibility services, academic disruption, religious observances, academic continuity, food insecurity, pregnancy and related conditions, and sexual harassment that **apply to all courses at USF**. Be sure to review these online: usf.edu/provost/faculty-success/resources-policies-forms/core-syllabus-policy-statements.aspx

XV. Course Policies:

Grades

Projects and Other Assignments should be submitted via Canvas by the due date and posted. Some Assignments are time sensitive and need to be submitted by the due date/time for you to realize value from the work product and a late submission will receive a zero. Others could be assessed a late penalty (for example a letter grade for each 24 hours).

Required Assignments - To receive a grade (vs. an Incomplete or a grade of F) in the course you must turn in all Projects. Generally, for Projects that are late, the penalty is a Letter Grade per 24 hours.

Medical Excuses:

Students should not attend class if they are ill, particularly if they have fever and/or gastrointestinal symptoms and/or respiratory symptoms such as a sneezing, runny nose, sore throat or coughing. Students experiencing any of these symptoms should contact immediately the Student Health Services (813-974-2331) on the Tampa campus for appropriate medical guidance and to obtain a verification of care letter. Students may turn to other health providers as well. **To be approved for missed classes, late assignments or missed examinations a verification of care letter must be presented by the student to the faculty member upon return to class.**

Extra Credit Policy: There will be no opportunities for Extra Credit.

Attendance Policy:

Students are expected to attend all face-to-face meetings. Attendance will be a component of the grade for Class Engagement and will comprise 10% of the overall course grade. The instructor will provide additional details about the attendance policy in the first in-person session.

XVI. Course Policies: Technology and Media

Canvas:

This course will be offered via USF's learning management system (LMS), Canvas. If you need help learning how to perform various tasks related to this course or other courses being offered in Canvas, please view the following videos or consult the Canvas help guides. You may also contact USF's IT department at (813) 974-1222 or help@usf.edu.

XVII. Course Policies: Student Expectations

Health and Wellness:

Your health is a priority at the University of South Florida. We encourage members of our community to look out for each other and to reach out for help if someone is in need. If you or someone you know is in distress, please make a referral at www.usf.edu/sos so that the Student Outreach & Support can contact and provide helpful resources to the student in distress. A 24-hour licensed mental healthcare professional, offered through the counseling center, is available by phone at 813-974-2831, option 3. Please remember that asking for help is a sign of strength. In case of emergency, please dial 9-1-1.

Title IX Policy:

Title IX provides federal protections for discrimination based on sex, which includes discrimination based on pregnancy, sexual harassment, and interpersonal violence. In an effort to provide support and equal access, **USF has designated all faculty (TA, Adjunct, etc.) as Responsible Employees, who are required to report any disclosures of sexual harassment, sexual violence, relationship violence or stalking.** The Title IX Office makes every effort, when safe to do so, to reach out and provide resources and accommodations, and to discuss possible options for resolution. Anyone wishing to make a Title IX report or seeking accommodations may do so online, in person, via phone, or email to the Title IX Office. For information about Title IX or for a full list of resources please visit: <https://www.usf.edu/title-ix/gethelp/resources.aspx>. *If you are unsure what to do, please contact Victim Advocacy – a confidential resource that can review all your options – at 813-974-5756 or va@admin.usf.edu.*

Professionalism Policy: Offer specifics about your policy on professionalism or late arrivals.

Example: Per university policy and classroom etiquette; mobile phones, iPods, etc. **must be silenced** during all classroom and lab lectures. Those not heeding this rule will be asked to leave the classroom/lab immediately so as to not disrupt the learning environment. Please arrive on time for all class meetings. Students who habitually disturb the class by talking, arriving late, etc., and have been warned may suffer a reduction in their final class grade.

Netiquette Guidelines

1. Act professionally in the way you communicate. Treat your instructors and peers with respect, the same way you would do in a face-to-face environment. Respect other people's ideas and be constructive when explaining your views about points you may not agree with.
2. Be sensitive. Be respectful and sensitive when sharing your ideas and opinions. There will be people in your class with different linguistic backgrounds, political and religious beliefs or other general differences.
3. Proofread and check spelling. Doing this before sending an email or posting a thread on a discussion board will allow you to make sure your message is clear and thoughtful. Avoid the use of all capital letters, it can be perceived as if you are shouting, and it is more difficult to read.
4. Keep your communications focused and stay on topic. Complete your ideas before changing the subject. By keeping the message on focus you allow the readers to easily get your idea or answers they are looking for.
5. Be clear with your message. Avoid using humor or sarcasm. Since people can't see your expressions or hear your tone of voice, meaning can be misinterpreted.

End of Semester Student Evaluations:

All classes at USF make use of an online system for students to provide feedback to the University regarding the course. These surveys will be made available at the end of the

semester, and the University will notify you by email when the response window opens. Your participation is highly encouraged and valued.

Food and Drink Policy:

Please adhere to the firm policy of no beverages (other than bottled/capped water), food, tobacco products, or like items in the classroom. Your understanding of the necessity for this policy and cooperation will be greatly appreciated. This policy will be strictly enforced.

XVIII. Learning Support and Campus Offices

Academic Accommodations

Students with disabilities are responsible for registering with Student Accessibility Services (SAS) in order to receive academic accommodations. For additional information about academic accommodations and resources, you can visit the SAS website.

[SAS website for the Tampa and Sarasota-Manatee campuses.](#)

Academic Support Services

The USF Office of Student Success coordinates and promotes university-wide efforts to enhance undergraduate and graduate student success. For a comprehensive list of academic support services available to all USF students, please visit the [Office of Student Success website](#).

Canvas Technical Support

If you have technical difficulties in Canvas, you can find access to the Canvas guides and video resources in the “Canvas Help” page on the homepage of your Canvas course. You can also contact the help desk by calling 813-974-1222 in Tampa or emailing help@usf.edu.

[IT website for the Tampa campus.](#)

Center for Victim Advocacy

The [Center for Victim Advocacy](#) empowers survivors of crime, violence, or abuse by promoting the restoration of decision making, by advocating for their rights, and by offering support and resources. Contact information is available online.

Counseling Center

The Counseling Center promotes the wellbeing of the campus community by providing culturally sensitive counseling, consultation, prevention, and training that enhances student academic and personal success. Contact information is available online.

[Counseling Center website for the Tampa campus.](#)

Tutoring

The Tutoring Hub offers free tutoring in several subjects to USF undergraduates. Appointments are recommended, but not required. For more information, email

asctampa@usf.edu.

[Tutoring website for the Tampa campus.](#)

XIX. Important Dates to Remember

For important USF dates, see the [Academic Calendar](#) at <http://www.usf.edu/registrar/calendars/>

Thank you! I look forward to a great semester!