**CTCT 3250**

**Information Analysis**

*Summer 2025*

Business/Marketing Education

College of Education

Dr. Aimee Torres

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Zoom Office Hours:

Tuesday 11:30 am – 12:30 pm

Thursday 11:30 am – 12:30 pm

Other times by appointment



**Syllabus - CTCT 3250**

**Information Analysis**

| **Office:** 2424 College of Education Auburn University  **Mailing Address:**  345 W. Samford Avenue  Auburn University, AL 36849 | **INSTRUCTOR:** Dr. Aimee Torres  **E-mail:** awt0007@auburn.edu  **Credit Hours**: 3 Semester Hours (Lecture 3)  **Prerequisite:** None **Office Hours:** Tuesday 11:30 am – 12:30 pm, Thursday 11:30 am – 12:30 pm, Other times by appointment |
| --- | --- |

**TEXTS, RESOURCES and SUPPLIES:**

1. Cengage MindTap – see canvas.

* **This is the textbook (New Perspectives Microsoft Office 365 & Office 2021, Comprehensive) for the course and is not included in the All Access bookstore fee. MindTap must be purchased separately. Students must purchase Cengage Unlimited or single class code for access to textbook/MindTap.**

1. Microsoft Excel 365 – Windows version

\*The Office of Information Technology, in partnership with Microsoft, is giving each currently enrolled student access to full versions of Microsoft Office and Office Mobile for FREE! This can be installed simultaneously on 5 devices and is available for PC, Mac, iOS, Android, and Windows Mobile. Learn more at <http://www.auburn.edu/oit/365>.

This course will require the use of Canvas. Canvas’s address is [https://Canvas.auburn.edu](https://blackboard.auburn.edu)

Remote Desktop Client:  
[MacBook Install](https://auburn.service-now.com/it?id=kb_article_view&sysparm_article=KB0011389&sys_kb_id=dffe246c1b2764109040bbb1cd4bcb5c&spa=1) [MacBook File Saving for Remote Desktop Client](https://auburn.service-now.com/it?id=kb_article_view&sysparm_article=KB0011388&sys_kb_id=847aeca01b2764109040bbb1cd4bcb6b&spa=1)  
[Windows Install](https://auburn.service-now.com/it?id=kb_article_view&sysparm_article=KB0011387&sys_kb_id=55edeb981bab24109040bbb1cd4bcbab&spa=1) [Windows File Saving for Remote Desktop Client](https://auburn.service-now.com/it?id=kb_article_view&sysparm_article=KB0011390&sys_kb_id=cf647b5c1beb24109040bbb1cd4bcb11&spa=1)  
[Chromebook Install](https://auburn.service-now.com/it?id=kb_article_view&sysparm_article=KB0011391&sys_kb_id=4b9d73d81b6f24109040bbb1cd4bcb3f&spa=1) [Chromebook File Saving for Remote Desktop Client](https://auburn.service-now.com/it?id=kb_article_view&sysparm_article=KB0011392&sys_kb_id=4bb410ec1b2364109040bbb1cd4bcb06&spa=1)

Virtual Labs:   
College of Business: <https://harbert.auburn.edu/about/offices-services/its/virtual-lab.html>  
AU Library: <https://lib.auburn.edu/remotelab/>

* **This remote desktop and virtual labs contain the Windows version of Microsoft Office. All tasks cannot be completed on the Mac version of Excel; thus, this is an option for completing assignments.**
* **GMetrix practice software is located in the Apps folder on the desktop of the COB virtual lab. GMetrix can only be used on computers with the Windows operating system. Mac users should utilize the virtual lab or remote desktop.**
* **In addition to the virtual lab, Lowder 012/013, the Learning Resource Center (College of Education Building), and AU Library Commons have labs available for use.**

**INFORMATION REGARDING CERTIFICATION EXAM**

**The Excel Associate and Excel Expert Microsoft Office Specialist (MOS) exams are a requirement of this course.**

**Industry Credential Access Codes – The costs for Access Codes for this course will be $120.95, which gives students access to practice software and industry credential vouchers. See All Access Information link in Canvas for information regarding the Industry Credential Access Codes costs. This fee does not provide access to MindTap.**

**COURSE DESCRIPTION:**

Decision-making and business problem solving using microcomputer software applications including spreadsheets, database management programs, and operating systems. May count either CTCT 3250 or CTCT 3250 Distance.

**COURSE OBJECTIVES:**

Upon completion of this course, students will be able to:

1. Explain terms associated with spreadsheets and database management software applications.
2. Use spreadsheet software to design, build, and format spreadsheets based upon standard accounting principles, as well as generate output.
3. Identify Excel concepts utilized in business Decision making and apply concepts to perform complex tasks.
4. Demonstrate knowledge of accounting principles and personal and business finance.
5. Utilize Excel functions in data analyses to make informed business Decisions.
6. Successfully passed the Microsoft Office Specialist Exam for Excel Associate and Excel Expert.

\*\* Please note that the below assignments for Excel prepare you for the associate and expert certification exams.

**COURSE REQUIREMENTS:**

1. Read each chapter. It is important to understand the concepts in addition to working through the application.
2. Complete and turn in assignments at the assigned time (See Canvas and MindTap) – through MindTap or as assigned in class. **This is a very fast-paced course. You must stay on schedule with assignments.** Late assignments will **only be accepted up to two days late with a 25% penalty. GMetrix assignments do not have a late penalty and will not be accepted late.** All projects will be evaluated on accuracy, completeness, professional appearance, and ability to follow directions. If assignments are not your own individual work, you will receive a “0” for the assignment.
   * **For distance students or those working remote in a blended environment, assignments should be completed in the following order after reading the textbook module:**
     1. **Module Training (use Firefox browser)**
     2. **Complete Module Project B while watching Module Lecture**
     3. **Module Critical Thinking Project C**
3. Complete problem-solving applications and project-based assignments.
4. Complete the Microsoft Office Specialist (MOS) Certification Exam for Excel Associate and Excel Expert 365. All certification exams **must be proctored at a Certiport approved testing Center** if not testing with Auburn University at-home exams (online). This may require additional testing fees. See [www.certiport.com](http://www.certiport.com) for details.
5. Check your Auburn email **daily**. I will communicate with you via Auburn email, and you should communicate with me via Auburn email. I do not check Canvas discussion/email unless I am grading, and it is not the best way to contact or communicate with me (unless you are posting information about your assignment). **All emails should contain the course and section in the subject line (Example: CTCT 3250 ###)**.

**COURSE OUTLINE:**

| **Date** | **Assignment(s)** |
| --- | --- |
| Intro Week:  May 19 – May 23 | 1. Go over Syllabus and get acquainted with MindTap! – **Due Sunday, May 25**  2. Syllabus Quiz  3. Introduction Discussion  4. Module 1: Getting Started with Excel – **Due Sunday, May 25**   * Excel Module 1 Training – Apply * Excel Module 1 Sam Project B * Excel Module 1 Sam Critical Thinking Project C   5: Module 2: Formatting Workbook Text and Data – **Due Sunday, May 25**   * Excel Module 2 Training – Apply * Excel Module 2 Sam Project B * Excel Module 2 Sam Critical Thinking Project C |
| Week 1:  May 26 – May 30 | 1. Module 3: Performing Calculations with Formulas and Functions – **Due Thursday, May 29**   * Excel Module 3 Training – Apply * Excel Module 3 Sam Project B * Excel Module 3 Sam Critical Thinking Project C   2. Module 4: Analyzing and Charting Financial Data – **Due Sunday, June 1**   * Excel Module 4 Training – Apply * Excel Module 4 Sam Project B * Excel Module 4 Sam Critical Thinking Project C |
| Week 2:  June 2 – June 6 | 1. Module 5: Generating Reports from Multiple Worksheets & Workbooks - **Due Thursday, June 5**   * Excel Module 5 Training – Apply * Excel Module 5 Sam Project B * Excel Module 5 Sam Critical Thinking Project C   2. Module 6: Managing Data with Data Tools – **Due Sunday, June 8**   * Excel Module 6 Training – Apply * Excel Module 6 Sam Project B * Excel Module 6 Sam Critical Thinking Project C |
| Week 3:  June 9 – June 13 | 1. Total Solutions, LLC. Project – **Due Thursday, June 12**  2. GMetrix Practice for Excel Certification Exam   * Excel Associate Practice Exam 1 – Training Mode – **Due Thursday, June 12** * Excel Associate Practice Exam 1 – Testing Mode – **Due Thursday, June 12** * Excel Associate Practice Exam 2 – Training Mode – **Due Sunday, June 15** * Excel Associate Practice Exam 2 – Testing Mode – **Due Sunday, June 15** * Excel Associate Practice Exam 3 – Training Mode – **Due Sunday, June 15** * Excel Associate Practice Exam 3 – Testing Mode – **Due Sunday, June 15**   \*It is recommended to complete assignments multiple times to prepare for the certification exam. In addition, there are training and testing assignments in MindTap that may assist in preparation for the certification.  \*\*The highest grade for each GMetrix assignment will be used for grading. |
| Week 4:  June 16 – June 20 | **Excel Associate Certification**   * Excel Associate Certification Exam – The exam will be given Monday, June 16 and Tuesday, June 17. Retakes for students who do not pass on the first attempt will be Wednesday, June 18 and Friday, June 20. * Details on signing up for the exam will be posted two weeks before exam week.   **Juneteenth Holiday (Thursday, June 19th) – Campus Closed** |
| Week 5:  June 23 – June 27 | 1. Module 9: Exploring Financial Tools and Functions – **Due Sunday, June 29**   * Excel Module 9 Training – Apply   2. Module 12: Developing an Excel Application – **Due Sunday, June 29**   * Excel Module 12 Training – Apply   **Reading Days (Tuesday, June 24 and Wednesday, June 25) – No Class**  **Mini-Semester 1 Finals (Thursday, June 26 and Friday, June 27) – No Class** |
| Week 6:  June 30 – July 4 | 1. Module 7: Summarizing Data with PivotTables – **Due Thursday, July 3**   * Excel Module 7 Training – Apply * Excel Module 7 Sam Project B * Excel Module 7 Sam Critical Thinking Project C   2. Module 8: Performing What-If Analyses – **Due Sunday, July 6**   * Excel Module 8 Training – Apply * Excel Module 8 Sam Project B * Excel Module 8 Sam Critical Thinking Project C   **Independence Day (Friday, July 4th) – Campus Closed** |
| Week 7:  July 7 – July 11 | 1. Module 10: Analyzing Data with Business Intelligence Tools **– Due Thursday, July 10**   * Excel Module 10 Training – Apply * Excel Module 10 Sam Project B * Excel Module 10 Sam Critical Thinking Project C   2. Module 11: Exploring PivotTable Design – **Due Sunday, July 13**   * Excel Module 11 Training – Apply * Excel Module 11 Sam Project B * Excel Module 11 Sam Critical Thinking Project C |
| Week 8:  July 14 – July 18 | 1. Widget Works Project – **Due Thursday, July 17**  2. GMetrix Practice for Excel Expert Certification Exam   * Excel Expert Practice Exam 1 – Training Mode– **Due Sunday, July 20** * Excel Expert Practice Exam 1 – Testing Mode– **Due Sunday, July 20**   \*It is recommended to complete assignments multiple times to prepare for the certification exam. In addition, there are training and testing assignments in MindTap that may assist in preparation for the certification.  \*\*The highest grade for each GMetrix assignment will be used for grading. |
| Week 9:  July 21 – July 25 | 1. GMetrix Practice for Excel Expert Certification Exam   * Excel Expert Practice Exam 2 – Training Mode – **Due Thursday, July 24** * Excel Expert Practice Exam 2 – Testing Mode – **Due Thursday, July 24** * Excel Expert Practice Exam 3 – Training Mode – **Due Sunday, July 27** * Excel Expert Practice Exam 3 – Testing Mode – **Due Sunday, July 27**   \*It is recommended to complete assignments multiple times to prepare for the certification exam. In addition, there are training and testing assignments in MindTap that may assist in preparation for the certification.  \*\*The highest grade for each GMetrix assignment will be used for grading. |
| Week 10:  July 28 – Aug. 1 | **Excel Expert Certification**   * Excel Expert Certification Exam – The exam will be given Monday, July 28 and Tuesday, July 29. Retakes for students who do not pass on the first attempt will be Wednesday, July 30 and Thursday, July 31. * Details on signing up for the exam will be posted two weeks before exam week. |
| Final Exams:  Aug. 4 – Aug. 8 | **Final Exams Week**   * The Excel Expert Certification Exam in Week 10 is a performance-based exam given in lieu of a final exam. |

**GRADING:**

| **ITEM** | **Percentage** | **DUE DATE** |
| --- | --- | --- |
| Excel Associate Weekly Assignments | 25% | Dates vary (see Canvas) |
| Excel Expert Weekly Assignments | 25% | Dates vary (see Canvas) |
| Certification Prep Assignments (GMetrix) | 20% | Dates vary (see Canvas) |
| Excel Associate Certification\* | 20% | Due Week 4 |
| Excel Expert Certification\* | 10% | Due Week 10 |
| **Total Possible Percentage** | **100%** |  |

| The following grading scale will be used: | |
| --- | --- |
| **Grade** | **Letter Grade** |
| 90% - 100 % | = A |
| 80% - 89.9% | = B |
| 70% - 79.9% | = C |
| 60% - 69.9% | = D |
| Below 60% | = F |

\*Microsoft Office Special Certification exam grades will be assessed as follows:

Passing scores of 700 or more will result in a grade of 100. Failing scores (less than 700) will result in the percentage correct on the exam. For example, a student scoring 650/1000 will receive a grade of 65. Any student who does not pass on the first attempt must retake the exam. Failure to retake the exam will result in a zero being averaged into the certification score. In addition, any student who misses his/her certification exam time must provide a university approved excuse or a zero will be averaged into the certification score. A student with two failing exam scores will have the two scores averaged for the certification grade.

**Course Policy Statements:**

University Policies will be followed in this class.

1. Course Communication: Email is the preferred method of communication for this course, as it ensures the quickest response. Canvas messages are also acceptable; however, please note that responses to Canvas messages may be delayed compared to email. Students are expected to check their email and Canvas messages daily to stay updated on course announcements and communications.
2. Absences and Make-Up Policy: Students must attend all class meetings and participate in all classroom exercises. Should students need to be absent for any reason, please contact the course instructor before missing that class meeting. Students are responsible for initiating arrangements for missed work due to excused absences. Make-up quizzes and exams will be given only for university-approved excuses as outlined in the syllabus. Arrangements to take the make-up quiz or exam must be made in advance. Students who miss a quiz or an exam because of illness need a doctor’s statement for verification of sickness and should clear the absence with the instructor the day they return to class. Other unavoidable absences from campus must be documented and cleared with the instructor in advance. Unannounced quizzes cannot be made up under any circumstances.
3. Accommodations: Students who need accommodations are asked to arrange a meeting during office hours the first week of classes, or as soon as possible if accommodations are needed immediately. If you have a conflict with my office hours, an alternate time can be arranged. To set up this meeting, please contact me by e-mail. Students who have not established accommodations through the Office of Accessibility, but need accommodations, should contact the Office of Accessibility at: [ACCESSIBILITY@auburn.edu](mailto:ACCESSIBILITY@auburn.edu) or (334) 844-2096 (V/TT). The Office of Accessibility is located at Haley Center 1228.
4. Academic Honesty: All portions of the Auburn University Student Academic Honesty code (Title XII) found in the [Student Policy eHandbook](https://auburnpub.cfmnetwork.com/B.aspx?BookId=12839) will apply to this class. All academic honesty violations or alleged violations of the SGA Code of Laws will be reported to the Office of the Provost, which will then refer the case to the Academic Honesty Committee.
5. Classroom Behavior: The Auburn University Classroom Behavior Policy is strictly followed in the course; please refer to the [Student Policy eHandbook](https://auburnpub.cfmnetwork.com/B.aspx?BookId=12839) for details of this policy.
6. Emergency Contingency: If normal class and/or lab activities are disrupted due to illness, emergency, or crisis situation, the syllabus and other course plans and assignments may be modified to allow completion of the course. If this occurs, an addendum to your syllabus and/or course assignments will replace the original materials.
7. Artificial Intelligence Policy: In this course, students are permitted to use Generative AI Tools such as ChatGPT or Copilot for specific assignments, as designated by the instructor. These assignments include the Capstone Project and assistance in preparing for certification exams. To maintain academic integrity, students must disclose any use of AI-generated material. As always, students must properly use attributions, including in-text citations, quotations, and references. Students should exercise caution and avoid sharing any sensitive or private information when using these tools. Examples of such information include personally identifiable information (PII), protected health information (PHI), financial data, intellectual property (IP), and any other data that might be legally protected.
8. Mental Health: If you or someone you know needs support, you are encouraged to contact Auburn Cares at 334-844-1305 or [Auburn Cares](https://auburn.edu/auburncares). Auburn Cares will help you navigate any difficult circumstances you may be facing by connecting you with the appropriate resources or services. Student Counseling & Psychological Services provides confidential, no-cost mental health counseling and psychiatric services to Auburn Students. You can speak with a counselor 24/7/365 by calling 334-844-5123. Learn more about mental health information on campus at [Auburn Counseling & Psychological Services](https://www.auburn.edu/scps).
9. Basic Needs: Any student experiencing food insecurity or an unexpected financial crisis is encouraged to contact Auburn Cares at 334-844-1305 or [Auburn Cares](https://auburn.edu/auburncares) for resources and support.
10. Sexual Misconduct Resources: Auburn University faculty are committed to supporting our students and upholding gender equity laws as outlined by Title IX. Please be aware that if you choose to confide in a faculty member regarding an issue of sexual misconduct, dating violence, or stalking, we are obligated to inform the Title IX Office, who can assist you with filing a formal complaint, No-Contact Directives, and obtaining supportive measures. Find more information at [Auburn Title IX](https://auburn.edu/administration/tix-eeo/).

If you would like to speak with someone confidentially, Safe Harbor (334-844-7233) and Student Counseling & Psychological Services (334-844-5123) are both confidential resources. Safe Harbor provides support to students who have experienced sexual or relationship violence by connecting them with academic, medical, mental health, and safety resources. For additional information, visit [Safe Harbor](https://studentaffairs.auburn.edu/safe-harbor/).