**CTCT 3250**

**Information Analysis**

*Fall 2025*

Business/Marketing Education

College of Education

Ms. Tyler McCollum

twm0049@auburn.edu

Office Hours:

Monday 9:30 am – 10:30 am

Wednesday 9:30 am – 10:30 am

Other times by appointment

In person and on Zoom



**Syllabus - CTCT 3250**

**Information Analysis**

| **Office:**345 W. Samford Ave.Room 2342Auburn UniversityPhone: 334-844-4418**Mailing Address:**345 W. Samford Ave.Dept. of Curriculum & TeachingSuite 2406Auburn University, AL 36849 | **INSTRUCTOR:** Ms. Tyler McCollum**E-mail**: twm0049@auburn.edu**Credit Hours**: 3 Semester Hours (Lecture 3)**Prerequisite:** None**Office Hours:** Monday 9:30 am – 10:30 amWednesday 9:30 am – 10:30 amOther times by appointment |
| --- | --- |

**TEXTS, SUPPLIES, and RESOURCES:**

1. Manning, (AUBURN UNIVERSITY) CTCT 3250: MHHE DIRECT ECOMM SIMnet 365/2021 - Skills Approach, Manning - Excel Complete with In Practice, Nordell - Excel Complete ENTRP, 1st ed. (2023) – **Included in All Access fee.**
2. 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>.

1. 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. – Included in All Access fee.**

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

**All Access Information**:

All students enrolled in this course are automatically opted in to pay for the certification exams and textbook. The total cost is $200.00, which includes $120.95 for the Excel certification exams and $79.05 for the required textbook.

**RESOURCES:**

 **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>
College of Education: <https://horizon.auburn.edu/>
AU Library: <https://lib.auburn.edu/remotelab/>

* **This virtual lab contains 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, remote desktop, or GMetrix cloud when using GMetrix.**
* **If you receive an error when signing into the virtual lab, make sure you have accepted the login in your Duo Mobile app – the virtual lab does not use the Duo Mobile call or text features; you must use the push method. If the error persists, you must contact OIT for assistance.** [**Duo Mobile Assistance**](https://auburn.service-now.com/it?id=kb_article_view&sys_kb_id=430dda30dbda720078e3f6e9af961956)
* **In addition to the virtual lab, Lowder 012/013 and AU Library Commons have labs available for use.**

**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 pass 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 SIMnet) – through SIMnet 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 10% penalty each day. GMetrix assignments, discussions, and group projects 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. **Chapter Training**
		2. **Chapter Guided Project** while watching Chapter Lecture
		3. **Chapter Independent Project**
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 on Auburn University’s campus. 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 a good 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)** |
| --- | --- |
| Week 1: Aug. 18 – 22 | 1. Go over Syllabus and get acquainted with SIMnet – **Due Sunday, August 24**2. Pre-test in Excel (completion grade) 3. Syllabus Quiz4. Introduction Discussion |
| Week 2: Aug. 25 – 29 | 1. Chapter 1: Getting Started with Excel – **Due Thursday, August 28*** Chapter 1 Training
* Chapter 1 Guided Project
* Chapter 1 Independent Project

2: Chapter 2: Formatting Cells – **Due Sunday, August 31*** Chapter 2 Training
* Chapter 2 Guided Project
* Chapter 2 Independent Project
 |
| Week 3:Sept. 1 – 5 | 1. Chapter 3: Using Formulas and Functions – **Due Sunday, September 7*** Chapter 3 Training
* Chapter 3 Guided Project
* Chapter 3 Independent Project

**Labor Day – Monday, September 1 – No Class** |
| Week 4:Sept. 8 – 12 | 1. Chapter 4: Formatting Worksheets and Managing the Workbook – **Due Thursday, September 11*** Chapter 4 Training
* Chapter 4 Guided Project
* Chapter 4 Independent Project

2. Chapter 5: Adding Charts and Analyzing Data - **Due Sunday, September 14*** Chapter 5 Training
* Chapter 5 Guided Project
* Chapter 5 Independent Project
 |
| Week 5: Sept. 15 – 19 | 1. Chapter 7: Exploring Advanced Charts and Graphics – **Due Sunday, September 21*** Chapter 7 Training
* Chapter 7 Guided Project
* Chapter 7 Independent Project
 |
| Week 6: Sept. 22 – 26 | 1. Total Solutions, LLC. Project – **Due Thursday, September 25**2. GMetrix Practice for Excel Certification Exam – **Due Sunday, September 28*** Excel Associate Practice Exam 1 – Training Mode
* Excel Associate Practice Exam 1 – Testing Mode
* Excel Associate Practice Exam 2 – Training Mode
* Excel Associate Practice Exam 2 – Testing Mode

\*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 7:Sept. 29 – Oct. 3 | 1. GMetrix Practice for Excel Certification Exam – **Due Tuesday September 30*** Excel Associate Practice Exam 3 – Training Mode
* Excel Associate Practice Exam 3 – Testing Mode

**Excel Associate Certification*** Excel Associate Certification Exam – The exam will be given on-campus Wednesday, October 1 – Friday, October 3. Retakes for students who do not pass on the first attempt will be Week 8.
* Details on signing up for the exam will be posted two weeks before exam week.
 |
| Week 8:Oct. 6 – 10 | **Excel Associate Certification – Retakes*** Excel Associate Certification Exam Retakes – Retakes for students who do not pass on the first attempt will be Monday, October 6 – Wednesday, October 8.
* Details on signing up for the exam will be posted in Canvas.

**Fall Break (October 9 – October 10) – No Class** |
| Week 9:Oct. 13 – 17 | 1. Chapter 6: Exploring Advanced Functions – **Due Sunday, October 19*** Chapter 6 Training
* Chapter 6 Guided Project
* Chapter 6 Independent Project
 |
| Week 10:Oct. 20 – 24 | 1. Chapter 8: Exploring Advanced Data Analysis – **Due Thursday, October 23*** Chapter 8 Training
* Chapter 8 Guided Project
* Chapter 8 Independent Project

2. Chapter 9: Importing Data, Reviewing, and Finalizing the Workbook – **Due Sunday, October 26*** Chapter 9 Training
* Chapter 9 Guided Project
* Chapter 9 Independent Project
 |
| Week 11:Oct. 27 – 31 | 1. Chapter 10: Working with Macros – **Due Thursday, October 30*** Chapter 10 Training
* Chapter 10 Guided Project
* Chapter 10 Independent Project

2. Capstone Project* Capstone Contract – **Due Sunday, November 2**
 |
| Week 12:Nov. 3 – 7 | 1. Capstone Project – **Due Sunday, November 9** * Capstone Project Workbook
* Capstone Project Presentation
* Capstone Project Evaluation
 |
| Week 13:Nov. 10 – 14 | 1. Widget Works Project – **Due Thursday, November 13**2. GMetrix Practice for Excel Expert Certification Exam – **Due Sunday, November 16*** Excel Expert Practice Exam 1 – Training Mode
* Excel Expert Practice Exam 1 – Testing Mode
 |
| Week 14:Nov. 17 – 21 | 1. GMetrix Practice for Excel Expert Certification Exam * Excel Expert Practice Exam 2 – Training Mode – **Due Thursday, November 20**
* Excel Expert Practice Exam 2 – Testing Mode – **Due Thursday, November 20**
* Excel Expert Practice Exam 3 – Training Mode – **Due Sunday, November 23**
* Excel Expert Practice Exam 3 – Testing Mode – **Due Sunday, November 23**

\*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 15:Nov. 24 – 28 | **Thanksgiving Break – No Class** |
| Week 16:Dec. 1 – 5 | **Excel Expert Certification** * Excel Expert Certification Exam – The exam will be given on-campus Monday, December 1 and Tuesday, December 2. Retakes for students who do not pass on the first attempt will be Wednesday, December 3 – Friday, December 5.
 |
| Final Exams:Dec. 8 – 12 | **Final Exams Week*** The Excel Expert Certification Exam in Week 16 is a performance-based exam given in lieu of a final exam.
 |

**GRADING:**

| **ITEM** | **Percentage** | **DUE DATE** |
| --- | --- | --- |
| Excel Associate Weekly Assignments | 20% | Dates vary (see Canvas) |
| Excel Expert Weekly Assignments | 20% | Dates vary (see Canvas) |
| Certification Prep Assignments (GMetrix) | 15% | Dates vary (see Canvas) |
| Capstone Project | 10% | Due Week 11 and Week 12 |
| Excel Associate Certification\* | 20% | Due Week 7/8 |
| Excel Expert Certification\* | 10% | Due Week 16 |
| Attendance/Participation | 5% | Dates vary (see Canvas) |
| **Total Possible Percentage** | **100%** |  |

The following grading scale will be used for the course:

| **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.

Attendance/Participation – Participation is critical for success in this course. Students will be assessed based on participation in class discussions which allow for collaboration with classmates. Distance students will participate in the course via Canvas group discussions.

 **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 or (334) 844-2096 (V/TT). The Office of Accessibility is located in 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/).