Information Management 350
Business Analytics
Spring 2018

Section: 01
Meeting time: MW 5:30 PM – 6:45 PM
Meeting location: Education Center 108

Professor: Christopher W. Starr, PhD
Office: Rm 306 Beatty Center
Office Hours: MW 10-noon; and by appointment
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Course Description
This course will examine methods that have emerged from the field of business analytics and are proven to have value in the areas of forecasting, classification, and association. This class provides the opportunity to gain knowledge and hands-on experience with algorithms and technology tools for business analytics.

Course Prerequisite:
Prerequisites: DSCI 232 (Math 250 or higher also accepted)

Required Text:
Data Analytics, Anil Maheshwari, McGraw Hill Education (India) Private Limited
ISBN:9789352604180

Necessary Tools:
1. Access to a computer. (Windows or Mac)
2. Analytics software such as Tableau, IBM Watson, R, Excel and Weka as needed.
3. An Internet connection for access to Oaks (web-based course management system) and to download development software.

The School of Business Learning Goals for this course
Quantitative Fluency
Objective: Students will gain experience with the business application of data science tools in the areas of forecasting, classification, and association.
Implementation: Students will use analytics software in lab or on their personal devices to accomplish the objective through individual or group assignments.
Demonstration of Achievement: Each student work will be assessed quantitatively to demonstrate achievement on the software-based assignments at the Bloom levels of comprehension and application.

Global and Civic Responsibility
Objective: Students will describe the ethical issues associated with corporate use of user data.
Implementation: Students will read one or more cases associated with ethics in business analytics.
Demonstration: Students will be tested on the topics at the Bloom levels of comprehension.

Intellectual Innovation and Creativity
Objective: After gaining training and exposure to analytical systems, these systems will then be used by the students on a big data project. In addition, students will become aware of a variety of emerging analytics technologies, and how companies are/could be leveraging these technologies for competitive advantage.
Implementation: Project based learning.
Demonstration: Evaluation of student project assignments at the Bloom level of application.

*Synthesis*
Objective: Students will apply what they know by synthesizing an answer to a business problem using a large data set.
Implementation: A team project in business analytics.
Demonstration: Evaluation of the team project using a rubric for application, application level of Bloom’s taxonomy.

*Assessment*
Tests: Written evaluations give students a chance to brag about what they know and can do with concepts covered in the course. Tests are closed book experiences and are not comprehensive.

Exam: The exam is comprehensive and provides an opportunity to review the body of knowledge from the course and reinforce concepts and skills learned. It also gives students a chance to show that they have mastered concepts and skills by the end of the course.

Meme Sheets: Memes are concepts taken from the course. A meme sheet is a written summery of a meme. Students are expected to use multiple resources for input prior to writing. Student group discussions are highly encouraged as a way to learn before writing. A Meme Sheet template will be provided.

Individual Projects: Individual projects involve a data set, a tool and a business need. Projects are assigned weekly. There will be up to 10 projects during the semester.

Team Project: The team project is a quantitative, hands-on project that requires that students engage in research and the implementation of business analytics tools, techniques and concepts to produce the answer to a business problem.

A student team of two will complete a business analytics project of their choice, using the tools and techniques discussed in class.

Each team will come up with up to three project ideas that the team considers as the topic of their team project, working with the instructor to select the best option. (10%) Students need to select a data set and data analytics techniques to analyze the data. (20%) Students document their team’s research process (approach, tools, problems encountered, key learning outcomes) and progress (tasking and division of labor) in a research log channel on Slack. (30%)

Final Report: Write a business report on results with recommendations and upload to OAKS Dropbox. (About 5 pages) (30%)

Final Project Presentation: Presentation (10 minutes, max 20 slides). Give presentation and upload slides to an OAKS Dropbox. (10%)
**Final Grade Computation:**

**Concepts (50%)**
- Meme Sheets: 10%
- Test 1: 10%
- Test 2: 10%
- Comprehensive final exam: 20%

**Skills (50%)**
- Meme Sheets: 10%
- Projects (8 to 10): 20%
- Team Project: 20%

**Course Policies:**

**Grading Scale:** A: 90-100; B: 80-89; C: 70-79; D: 65-69; F: <65. Plus and minus grades are given at the discretion of the instructor.

**Attendance:** Attendance at regular classes is expected. Attendance for tests and the exam is expected. Please use Undergraduate Academic Services for issues that need a compensation. Absence memo: [http://victimservices.cofc.edu/absence-memo/absence-memo-request-form2016-08.pdf](http://victimservices.cofc.edu/absence-memo/absence-memo-request-form2016-08.pdf)

**Use of Oaks:** Grades will be posted on OAKS. It is the student’s responsibility to ensure that all grades entered are correct. If I have made a mistake, the student has **two weeks** from when the assignment/exam was handed back to notify me of the mistake. Failure to notify me within this time frame will result in the recorded grade becoming permanent.

**Exam/Quiz Policy:** Turn off cell phones and any audible devices during exams. Exams are closed book and to be taken as scheduled. No makeup exams will be given except for documented exceptions by the Undergraduate Dean. Assignment and test dates cannot be changed except by prior arrangement with the instructor, at least 7 days before the scheduled exam date. Such a request must be made in person (not by email), and must include written documentation of need.

**Classroom Conduct:** Please turn off cell phones and any audible devices during class. Please do not hold private conversations during class. It is distracting to both the professor and to your fellow students. The use of the lab computers is prohibited during class, unless instructed by the professor. Each of the lab computers is equipped with activity monitoring software, which links your computer (screen and all) to professor at the front of the class. The professor will use this software to monitor lab computer usage and the professor reserve the right to publicly display any lab computer’s screen at any time to the rest of the class. The professor also reserves the right to take control over any lab computer using this software at any time during class.

**Questions and Problems:** You are encouraged to ask questions during class and office hours, we all want to hear your ideas and opinions.

**Academic Integrity:** Lying, cheating, attempted cheating, and plagiarism are violations of our Honor Code that, when identified, are investigated. Each incident will be examined to determine the degree of deception involved.

Incidents where the instructor determines the student’s actions are related more to a misunderstanding will handled by the instructor. A written intervention designed to help prevent the student from repeating the error will be given to the student. The intervention, submitted by form and signed both by the instructor and the student, will be forwarded to the Dean of Students and placed in the student’s file.

Cases of suspected academic dishonesty will be reported directly by the instructor and/or others having knowledge of the incident to the Dean of Students. A student found responsible by the Honor Board for
academic dishonesty will receive a XF in the course, indicating failure of the course due to academic dishonesty. This grade will appear on the student’s transcript for two years after which the student may petition for the X to be expunged. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board.

Students should be aware that unauthorized collaboration--working together without permission--is a form of cheating. Unless the instructor specifies that students can work together on an assignment, quiz and/or test, no collaboration during the completion of the assignment is permitted. Other forms of cheating include possessing or using an unauthorized study aid (which could include accessing information via a cell phone or computer), copying from others’ exams, fabricating data, and giving unauthorized assistance.

Students can find the complete Honor Code and all related processes in the Student Handbook at http://studentaffairs.cofc.edu/honor-system/studenthandbook/index.php

**Center for Student Learning:** You are encouraged to utilize the Center for Student Learning’s (CSL) academic support services for assistance in study strategies and course content. They offer tutoring, Supplemental Instruction, study skills appointments, and workshops. Students of all abilities have become more successful using these programs throughout their academic career and the services are available to you at no additional cost. For more information regarding these services please visit the CSL website at http://csl.cofc.edu or call (843) 953-5635.

**Disability Accommodation:** The College will make reasonable accommodations for persons with documented disabilities. Students should apply at the Center for Disability Services / SNAP, located on the first floor of the Lightsey Center, Suite 104. Students approved for accommodations are responsibility for notifying me as soon as possible and for contacting me one week before accommodation is needed.