College of Charleston
School of Business, MBA Program
Syllabus

INFM 532: Business Analytics Applications: A Practice for Competitive Advantage

Semester: Summer Express I 2022
Meeting time: Mondays and Wednesdays from 5:30 PM to 9:00 pm
Meeting location: Tate Center 207, or virtual via Zoom
Professors: Dr. Christopher Starr (instructor of record) and Mr. Brandon Walker (instructor) and Dr. Iris Junglas (guest instructor)
Office: Virtual office via Zoom

Office Hours: After class and by appointment
Contact Information: starrc@cofc.edu

Course Description
The course emphasizes a team-based learning experience where students will integrate their knowledge of data analytics as part of an organizational case study. Students will learn how to use skill sets of predictive modeling, data management, process models, and data mining techniques, to identify, evaluate, and create data-driven decisions that support the organization.

Course Prerequisite
INFM 530 INFM 530 Business Analytics Fundamentals for Competitive Advantage (3)
MBAD 522 MBAD 522 Marketing Research and Analysis for Decision Making (3)
MBAD 531 MBAD 531 Forecasting and Business Analytics in Hospitality (3)

Course Learning Objectives
The overall goal of this course is to demonstrate mastery of business analytics in an organizational context. Upon completion of the course, students should be able to:

- To understand, and develop an appreciation of, the sources, structures, locations and value of business datasets, including their volume, velocity, variety, veracity and value
- To exercise best practices in applying commercial and non-commercial tools to datasets within a business context
- To determine appropriate analysis and design strategies of business analytics for organizations
- To apply analytical tools to business data and produce solutions of potential business value
- To evaluate solutions for operational deployment to improve decision making, business outcomes, and corporate responsibility
- To effectively communicate solutions in context to technical and non-technical stakeholders, including the C-suite, using verbal, written and visual tools.
Required Text
Big Data Fundamentals: Concepts, Drivers & Techniques, 1st Edition
by Thomas Erl, Wajid Khattak, and Paul Buhler
Available in paper or ebook Book Available on Amazon

Necessary Technical Tools
1. Access to a computer (Windows OS or Macintosh OS)
2. Access to the Internet in order to use
   - OAKS, our Web-based course management system
   - Any of the tools introduced in previous courses such as Weka, Tableau, and Excel

Course Delivery Method
All materials are available in OAKS, including presentation slides, reading materials, assignments, and exams. Live Zoom sessions will be recorded and made available in OAKS. The OAKS structure is organized in a weekly fashion.

Final Grade Computation
Exams (2): 40%
Proposal (1): 15%
Check-in presentation (1): 15%
Final presentation (1): 15%
Final report (1): 15%

Grading Scale
A: 90-100; B+: 87-89.99; B: 80-86.99; C+: 77-79.99; C: 70-76.99; F: <70.

Course Assessment

Exams (2): There will be two exams that will consist of multiple choice and essay questions, designed to test your mastery of the course material and ability to explain the role of business analytics in the management of organizations. The material tested will stem from the readings, presentations, and lectures.

Proposal (1): In teams of two, you will propose your own project at the beginning of the semester. This is your opportunity to bring your work into the classrooms. The proposal should be between one and two pages long and describes: (a) the objective of the project, (b) a set of preliminary questions (or hypotheses) that you would like to explore, (3) the data set required, (4) the tools required, and (5) the audience that will benefit from conducting this project.

Check-in Presentation (1): Your team of two will be asked to present an update on the progression of your project. The presentation should be about 15 minutes in length and should walk through us through some of your preliminary findings as well as some of the hurdles you are facing.

Final Presentation (1): Your team will present in front of the project sponsors at the end of the semester. The presentation should be approximately 30 minutes in length total. I recommend that you shoot for 20 min to be covered by the presentation, and the rest to be allotted for discussions triggered by the audience.

Final report (1): Along with a final presentation, you are required to turn in a written report. An outline for the write-up will be provided.

Participation: While not graded, interaction is a significant part of this class. After all, discourse creates knowledge!
Course Policies:

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 one weeks from when the assignment/exam was handed back to notify me of the mistake. Failure to notify instructors within this time frame will result in the recorded grade becoming permanent.

Attendance: Because class attendance is crucial for any course, students are expected to attend all classes and laboratory meetings of each course in which they enroll, including this course. All students, whether absent or not, are responsible for all information disseminated in the course.

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

Honor Code and 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.

Research conducted and/or papers written for other classes cannot be used in whole or in part for any assignment in this class without obtaining prior permission from the instructor.

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 written papers or presentations, for example, you can seek assistance offered in the College Skills Writing Lab and Speaking/Presentation Lab located in the in the Center for Student Learning (Addlestone Library, first floor). Trained writing consultants can help with writing for all courses; they offer one-to-one consultations that address everything from brainstorming and developing ideas to crafting strong sentences and documenting sources. For more information regarding these services, please visit the CSL website at http://csl.cofc.edu or http://csl.cofc.edu/labs/writing-lab/ 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 responsible for notifying me as soon as possible by presenting a copy of their SNAP-issued Professor Notification Letter (PNL) and for contacting me one week before accommodation is needed.