



## FREEMAN SCHOOL OF BUSINESS

### MGSC 7000: Business Analytics Practicum Summer 2018

<b>Instructors</b>	Professor Xianjun Geng, Office 402D, <a href="mailto:xgeng1@tulane.edu">xgeng1@tulane.edu</a> Professor Osman Kazan, Office 402E, (504)865-5061, <a href="mailto:okazan@tulane.edu">okazan@tulane.edu</a> Professor Yinliang (Ricky) Tan, Office 402F, (504)314-7568, <a href="mailto:ytan2@tulane.edu">ytan2@tulane.edu</a>						
<b>Class Location</b>	GW-180						
<b>Pre-requisites</b>	None.						
<b>Readings</b>	No required textbook. Lecture notes and additional articles will be posted in <a href="https://tulane.instructure.com">https://tulane.instructure.com</a> as the semester proceeds.						
<b>Required Software</b>	RapidMiner, R and RStudio (Wait until first class on how to acquire them.)						
<b>Laptop Computer</b>	This course is heavily hands-on with many in-class exercises. <i>Students are required to bring laptops to each class except for the first class and field-trips.</i>						
<b>Course Description</b>	This course introduces business analytics. It involves three components: (1) an overview of business analytics, (2) introduction to tools for business analytics and (3) field trips to companies and follow-up sessions on how business analytics creates value in the real-world.						
<b>Learning Objectives</b>	<ol style="list-style-type: none"><li>1. To learn basic business analytics techniques and tools.</li><li>2. To understand the value of data and business analytics in practices.</li></ol>						
<b>Groups</b>	This class involves several group assignments. Groups should comprise 3-4 students, and should be formed as soon as possible. Once formed, altering the groups will not be possible except in very special circumstances.						
<b>Assessment</b>	<table><tr><td>Group Homework Assignments</td><td>40%</td></tr><tr><td>Group Presentations and Reports</td><td>50%</td></tr><tr><td>Class and Group Participation</td><td>10%</td></tr></table>	Group Homework Assignments	40%	Group Presentations and Reports	50%	Class and Group Participation	10%
Group Homework Assignments	40%						
Group Presentations and Reports	50%						
Class and Group Participation	10%						
<b>Final Grade</b>	The schedule for grade assignment is: ( $\geq 93\%$ ) $\Rightarrow$ A, ( $\geq 90\%$ & $< 93\%$ ) $\Rightarrow$ A-, ( $\geq 87\%$ & $< 90\%$ ) $\Rightarrow$ B+, ( $\geq 83\%$ & $< 87\%$ ) $\Rightarrow$ B, ( $\geq 80\%$ & $< 83\%$ ) $\Rightarrow$ B-, ( $\geq 77\%$ & $< 80\%$ ) $\Rightarrow$ C+, ( $\geq 73\%$ & $< 77\%$ ) $\Rightarrow$ C, ( $\geq 70\%$ & $< 73\%$ ) $\Rightarrow$ C-, ( $\geq 67\%$ & $< 70\%$ ) $\Rightarrow$ D+, ( $\geq 63\%$ & $< 67\%$ ) $\Rightarrow$ D, ( $\geq 60\%$ & $< 63\%$ ) $\Rightarrow$ D-, ( $< 60\%$ ) $\Rightarrow$ F. The final cut-offs may be adjusted downward at the end of the semester based on the degree of difficulty of the graded material.						

**Comments**

*You are responsible for any announcements made in class or through MyTulane, including alterations to the schedule. You are also responsible for material distributed in class or through MyTulane (so check MyTulane regularly).*

*All assignments and reports must be submitted through MyTulane. Alternative submission methods, e.g., by paper, by e-mail or on disk/USB drive, is not acceptable unless prior permission of instructor is obtained. Submissions after the deadline will not be accepted, and accordingly a grade of zero will be automatically applied for a missing submission after the deadline.*

The participation portion of your grade is affected by your involvement in the classroom discussions and exercises, as well as by your contribution to your group (we will conduct in-group peer evaluation toward the end of the semester). In extreme cases, such as when a student contributes significantly less to group assignments or projects throughout the semester, *severe penalty will be imposed in the form of directly deducting assignment and/or presentation points.*

***The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Instructors.***

**Tentative Schedule**

\* *Topics and timelines are subject to change at the discretion of the professors*

\* *Bring your laptop to every class except for field-trip days*

\* *Check MyTulane regularly for announcements, lecture notes, and due dates*

\* *Due time is right before the corresponding class for your section*

	<b><u>Date</u></b>	<b><u>Time</u></b>	<b><u>Prof.</u></b>	<b><u>Topic(s)</u></b>	<b><u>Assignments due</u></b>
01	07/09	9:00-11:45	Geng	Introduction to Business Analytics	Form groups, install RapidMiner
02	07/10	9:00-11:45	Geng	“Hello World!” – First BA Hands-on	
03	07/12	9:00-11:45	Geng	BA Frontiers, Challenges, and Our Career Outlook	Homework 1
04	07/13	9:30-12:30	Kazan	Field Trip 1 – Shell Supply Chain	
05	07/16	8:00-12:00	CMC staff	Career Management part 1	
06	07/17	1:00-2:00	Kazan	After Trip Presentation & Discussion 1	Report 1
07	07/18	8:00-12:00	CMC staff	Career Management part 2	
08	07/20	9:30-12:30	Kazan	Field Trip 2 – Zlien	
09	07/24	1:00-2:00	Kazan	After Trip Presentation & Discussion 2	Report 2
10	07/25	1:30-3:30	Tan	Introduction to R	
11	07/27	9:30-12:30	Kazan	Field Trip 3 – Lucid	
12	07/30	1:30-3:30	Tan	Introduction to R	
13	07/31	1:00-2:00	Kazan	After Trip Presentation & Discussion 3	Report 3
14	08/01	1:30-3:30	Tan	Introduction to R	Homework 2; Peer evaluation
15	08/03	10:30-12:00		Guest Speaker – Analytics in Real World	

**Statement about Academic Integrity**

This class will be conducted in full accordance with Tulane's policies about academic integrity including, but not limited to, the [Code of Academic Integrity](#) and the [Code of Student Conduct](#).

**Freeman Educational Norms and Expectations**

This class will be conducted in full accordance with Freeman's Educational Norms and Expectations. Please read the Norms and Expectations, which can be found at <https://tulane.app.box.com/s/o9q75385zep0ad3izl91ke783wiosesb>

**Goldman Center for Student Accessibility**

Under the Americans with Disability Act and the Section 504 of the Rehabilitation Act, if you have a disability, you may have the right to an accommodation; however, the right is contingent upon you taking certain steps. You should review the steps that you need to take, as well as Tulane's policy concerning accommodations at <https://tulane.edu/studentaffairs/support/accessibility/>

If you believe you may encounter barriers to the academic environment due to your specific learning style or known challenges, contact the Goldman Center for Student Accessibility. If you have questions regarding either registering a disability or receiving accommodations, please contact them at 504-862-8433.

**Discrimination and Harassment**

Tulane University recognizes the inherent dignity of all individuals and promotes respect for all people. As One Wave, Tulane is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic and dating violence, and stalking. If you (or someone you know) has experienced or experiences gender-based violence, know that you are not alone. Learn more at [onewave.tulane.edu](http://onewave.tulane.edu)

*"Tulane University recognizes the inherent dignity of all individuals and promotes respect for all people. As "One Wave," Tulane is committed to providing an environment free of all forms of discrimination based on race, ethnicity, creed, religion, gender, gender identity and sexual orientation, as well as all forms of sexual harassment, including sexual assault, domestic and dating violence, and stalking. If you (or someone you know) has experienced or experiences discrimination, domestic violence, sexual assault or sexual harassment, know that you are not alone. Resources and support are available. Learn more at [onewave.tulane.edu](http://onewave.tulane.edu). Any and all of your communications on these matters will be treated as either "Strictly Confidential" or "Mostly Confidential" as explained in the chart below."*

**Campus Resources**

<b>Strictly Confidential</b>	<b>Mostly Confidential</b>
Except in extreme circumstances, involving imminent danger to one's self or others, nothing will be shared without your explicit permission.	Conversations are kept as confidential as possible, but information is shared with key staff members so the University can offer resources and accommodations and take action if necessary for safety reasons.
<b>Counseling &amp; Psychological Services (CAPS)   (504) 314-2277</b>	<b>Coordinator of Violence Prevention   (504) 314-2161</b>
<b>Student Health Center   (504) 865-5255</b>	<b>Tulane University Police (TUPD)   (504) 865-5911</b>
<b>SAPHE Hotline   (504) 654-9543</b>	<b>Office of Institutional Equity   (504) 862-8083</b>