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***CBD-2204 Big Data Strategies***

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**Computer Studies**

<b>Course Number:</b>	<b>Co-Requisites:</b>	<b>Pre-Requisites:</b>
CBD-2204	CSD-1134	N/A
<b>Prepared by:</b>	William Pourmajidi, Professor	
<b>Approved by:</b>	Chris Slade, Dean School of Business	
<b>Approval Date:</b>	Friday, June 12, 2020	
<b>Approved for Academic Year:</b>	2020-2021	
<b>Normative Hours:</b>	60.00	

**Course Description**

The growth of data and the related strategies to store, secure and retrieve this data has enormous implications on business and our society. This course will cover the aspects of big Data - how it can be manipulated and used to analyze business operations, cost reductions and increased risk analysis. In this course students will evaluate how big data plays a role in business strategies using critical thinking and big data case studies.

**Course Learning Outcomes/Course Objectives**

- 1. Discuss the idea of Big Data and how it impacts current business trends including business strategy and methods of appraising Big Data solutions.**
  - 1.1 Discuss the meaning of Big Data.
  - 1.2 Discuss Big Data strategies.
  - 1.3 Discuss the proper methods of determining how to create Big Data strategies.
- 2. Evaluate Big Data's role in business strategies.**
  - 2.1 Evaluate current methods of real-time analytics.
  - 2.2 Discuss Big Data value proposition and monetization.
  - 2.3 Discuss how Big Data can utilize a collaborative economy.
  - 2.4 Discuss the issues of privacy where it concerns Big Data.
- 3. Analyze industry-based Big Data case studies.**
  - 3.1 Evaluate Big Data strategies in government case studies.
  - 3.2 Evaluate Big Data strategies in healthcare based case studies.

- 3.3 Evaluate Big Data strategies in small to medium businesses and firms based case studies.
- 3.4 Evaluate Big Data strategies in banking and financial services based case studies.
- 3.5 Evaluate Big Data strategies in manufacturing case studies.

#### 4. Evaluate the impact of Big Data on today's workforce.

- 4.1 Discuss how Big Data strategies can empower and improve the workforce.
- 4.2 Review case studies to argue the impact of Big Data on today's business strategies.

### Relationship to Vocational Learning Outcomes

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This course provides the opportunity for you to achieve the following Program Vocational Learning Outcomes (VLO) which will be taught and evaluated at an taught (T), assessed (A) or culminating performance (CP) level:

#### CCBT - Cloud Computing for Big Data

VLO 5 Assess, gather and collate big data information for interpretation. (T, A)

### Learning Resources

#### Required

- Baker, P., & Gourley, B. (2015). *Data Divination: Big Data Strategies*. (1st ed.). [ISBN-10: 1305115082] [ISBN-13: 9781305115088].

#### Supplemental

- Personal Computer

### Student Evaluation

Tests- 40% (two equally weighted)

Assignments- 30% (two equally weighted)

In-class Activities- 30% (three equally weighted)

### Grade Scheme

The round off mathematical principle will be used. Percentages are converted to letter grades and grade points as follows:

Mark (%)	Grade	Grade Point	Mark (%)	Grade	Grade Point
94-100	A+	4.0	67-69	C+	2.3
87-93	A	3.7	63-66	C	2.0
80-86	A-	3.5	60-62	C-	1.7
77-79	B+	3.2	50-59	D	1.0
73-76	B	3.0	0-49	F	0.0
70-72	B-	2.7			

## **Prior Learning Assessment and Recognition**

Students who wish to apply for prior learning assessment and recognition (PLAR) need to demonstrate competency at a post-secondary level in all of the course learning requirements outlined above. Evidence of learning achievement for PLAR candidates includes:

- Not Applicable: Post Graduate Course and not applicable.

## **Course Related Information**

This course will consist of interactive lectures, discussion groups, independent assignments, project based learning and tests. Activities and assignments can be homework or class exercises to be completed individually or in a team setting. All tests, activities, and assignments are due by the end of the module unless otherwise stated by the instructor. It is up to the discretion of the instructor to ensure the student has mastered the required subject material before assigning a final grade.

## **College Related Information**

### **Academic Integrity**

Lambton College is committed to high ethical standards in all academic activities within the College, including research, reporting and learning assessment (e.g. tests, lab reports, essays).

The cornerstone of academic integrity and professional reputation is principled conduct. All scholastic and academic activity must be free of all forms of academic dishonesty, including copying, plagiarism and cheating.

Lambton College will not tolerate any academic dishonesty, a position reflected in Lambton College policies. Students should be familiar with the Students Rights and Responsibilities Policy, located at [lambtoncollege.ca](http://lambtoncollege.ca). The policy states details concerning academic dishonesty and the penalties for dishonesty and unethical conduct.

Questions regarding this policy, or requests for additional clarification, should be directed to the Lambton College Student Success Department.

### **Students with Disabilities**

If you are a student with a disability please identify your needs to the professor and/or the Accessibility Centre so that support services can be arranged for you. You can do this by making an appointment at the Accessibility Centre or by arranging a personal interview with the professor to discuss your needs.

### **Student Rights and Responsibility Policy**

Acceptable behaviour in class is established by the instructor and is expected of all students. Any form of misbehaviour, harassment or violence will not be tolerated. Action will be taken as outlined in Lambton College policy.

### **Date of Withdrawal without Academic Penalty**

Please consult the Academic Regulations and Registrar's published dates.

### **Waiver of Responsibility**

Every attempt has been made to ensure the accuracy of this information as of the date of publication. The content may be modified, without notice, as deemed appropriate by the College.

Students should note policies may differ depending on the location of course offering. Please refer to campus location specific policies:

**LAMBTON COLLEGE POLICIES** – applicable to all Lambton College students.

- Student Rights & Responsibilities & Discipline policy (2000-5-1)
- Test & Exam Writing Protocol (2000-1-6)
- Evaluation of Students (2000-1-3)
- (<https://www.lambtoncollege.ca/custom/Pages/Policies/Policies.aspx>)

**CESTAR COLLEGE:**

- [https://www.lambtoncollege.ca/Programs/International/Lambton\\_in\\_Toronto/Student\\_Policies/](https://www.lambtoncollege.ca/Programs/International/Lambton_in_Toronto/Student_Policies/)

**QUEENS COLLEGE:**

- [https://www.lambtoncollege.ca/Programs/International/Lambton\\_in\\_Mississauga/Student\\_Policies/](https://www.lambtoncollege.ca/Programs/International/Lambton_in_Mississauga/Student_Policies/)

Note: It is the student's responsibility to retain course outlines for possible future use to support applications for transfer of credit to other educational institutions.