QSO 693: Integrative Experience in Analytics Strategy
Syllabus

About This Course

Course Description
In this course, students develop a technical framework for exploration, processing, and visualization of data. Students will use this technical framework to address a complex business problem, applying descriptive, predictive, and prescriptive analytics techniques to develop strategic insights. Students will also focus on technical documentation.

What You'll Learn
When you've successfully completed this course, you'll be able to:

- Implement a technical analytic strategy for approaching a complex business problem
- Complete a multi-stage analytics problem collaboratively by separating it into discrete action items
- Create technical documentation of methodology and implementation associated with an end-to-end business strategy

Course Prerequisites
QSO 513: Business Strategy
QSO 533: Business and Financial Modeling
QSO 553: Business Metrics and Data Storytelling
QSO 573: Data Visualization Techniques
QSO 633: Full-Stack Data Analytics
QSO 653: Data Analytics Toolkit II

This Term
In this final term of the program, you will complete an end-to-end analytics project where you'll combine all the knowledge and skills you've learned throughout the program. You'll work in groups and use project management techniques to complete your project.

This course—QSO 693—is one of two courses you'll be taking this term. The other is **QSO 673: Integrative Experience in Business Strategy**. While these are two separate courses in Brightspace, they're closely related. What you learn in one course will help you in the other, and vice versa. Your class sessions will cover content from both courses.

At the end of the term, if you've successfully passed both courses, you'll also earn a badge called **Business Problem Solving with Analytics**.

This badge demonstrates that you have these skills:

- ✓ Data Analysis
- ✓ Research
- ✓ Business Intelligence

- ✓ Communications
- ✓ Teamwork
- ✓ Problem Solving

- ✓ Project Management
- ✓ Planning
- ✓ Writing

Read more about digital badges here.

What You'll Need for This Term

As you know, you aren't required to buy any textbooks or additional materials for the courses in your program. In most terms, however, you do need to download some free software.

This term, your focus will be on an end-to-end analytics project, and you may need to use any of the tools from previous terms:

- **Anaconda Individual Edition** for access to Python, Pandas, SQL, and other libraries and tools. Download Anaconda Individual Edition here.
- **Tableau Desktop** and **Tableau Prep Builder** for data visualization. Create an account and download Tableau here.
- **Microsoft Excel** or other **Office365** tools. Download Office365 here.

Your class sessions will continue to take place in **Microsoft Teams**, and you'll be able to chat with your instructors, TAs, and peers there. For more information about Teams, review the Microsoft Teams For Students guide.

You'll also always have access to the Business Analytics research and information guide at the SNHU Shapiro Library.

Course Assignments and Grades

Work Overview

This term your focus will be on completing an end-to-end analytics project with a group. For your project, you'll find publicly available datasets, clean and process your data, create visualizations and/or dashboards, and use business modeling techniques to show how your analysis can inform business strategy. Each week you'll have a homework assignment that serves as a milestone for your project, which will be due toward the end of the term.

Weekly Assignment Schedule

In addition to the assignments listed in the following schedule, you'll also have suggested readings and videos most weeks, as well as twice-weekly class sessions. Discussion posts during the first week of each term are due by 11:59 p.m. Eastern Time. Assignments for the remainder of the term are due by 11:59 p.m. of your local time zone.

Week	Assignment	Assignment Point Value
Week 1	Discussion: Your Academic Year in Review	75
	Skills Self-Assessment	n/a
Week 2	Homework: Project Report (Progress Summary + Data Exploration)	75

Week 3	Homework: Project Report (Progress Summary + Data Decisions)	75
Week 4	Homework: Project Report (Progress Summary + Project Management)	75
Week 5	Homework: Project Report (Progress Summary + Video Walkthrough)	75
Week 6	Homework: Project Report (Progress Summary + Video Walkthrough)	75
Week 7	Homework: Project Report (Progress Summary + Video Walkthrough)	75
Week 8	Project Submission Checklist	n/a
Week 9	Project Submission: End-to-End Analytics Project	400
Week 10	Skills Self-Assessment	n/a
	Homework: Technical Skills Reflection	75
	Total	1,000 points

University Grading System: Graduate

Grade	Numerical Equivalent	Points
A	93–100	4.00
A-	90–92	3.67
B+	87–89	3.33
B	83–86	3.00
B-	80–82	2.67
C+	77–79	2.33
C	73–76	2.00
F	0–72	0.00
I	Incomplete	
IF	Incomplete/Failure *	
W	Withdrawn	

* Please refer to the policy page for information on the incomplete grade process.

Instructor and TA Availability and Response Time

This course has an instructor and teaching assistant(s), who will support your learning and guide you through the course. Your interaction with the instructor, teaching assistant(s), and your classmates will take place on a regular, ongoing basis. Your instructor will be actively engaged within the course throughout the week, teaching class and answering questions. The teaching assistant(s) will facilitate small group sessions, monitor chats and discussions, and grade your work. You will normally communicate with your instructor and teaching assistant(s) in chats and discussions. You should feel free, however, to communicate with your instructor via SNHU email at any time, particularly when you want to discuss something of a personal or sensitive nature. Your instructor will generally provide a response within 24 hours. TAs will post grades and feedback (as applicable) within seven days of an assignment's due date, or within seven days of a late submission.

Classroom Etiquette and Expectations

SNHU students are expected to always act respectfully and to actively engage in the digital classroom environment. This includes:

- **Communicating Professionally**: You should always communicate professionally with your peers, instructors and TAs, and advisors, no matter where you're interacting with them (Teams, Brightspace, over email, by phone, etc.).
- **Participating in Class Sessions**: You're expected to actively participate in class sessions, especially the smaller breakout sessions, where you can ask questions and practice new concepts in a safe environment. You should be prepared to turn on your webcam so you can see your peers, instructors, and TAs "face to face." Being able to see each other can help everyone feel more engaged and connected, and can help you pick up on non-verbal cues, like smiles, confused looks, or nods of agreement.

You can refer to the Orientation & Resource Hub for more information about classroom expectations (see the section called "What's Expected of You as an SNHU Student?")

SNHU Policies: What to Know as an SNHU Student

Recordings
As part of this course, SNHU will be utilizing online resources to provide classroom instruction to students. In order to ensure that class sessions are available to students unable to attend scheduled classes, class sessions will be video and audio recorded, and the recordings made available for viewing at a later date by members of the class. Questions and comments asked and spoken by students, or entered in a chat feature, will be part of the recording. By participating in the class, you are consenting to recording. Students are invited to contact the meeting organizer with any questions or concerns about recording.

Diversity, Equity, and Inclusion
As indicated in our core values, SNHU is committed to "embrace diversity where we encourage and respect diverse identities, ideas, and perspectives by honoring difference, amplifying belonging, engaging civilly, and breaking down barriers to bring our mission to life."

This may or will be reflected in SNHU's curriculum as we embrace and practice diversity, equity, and inclusion (DEI) to provide the most transformative experience for our students, faculty, and staff. Because topics pertaining to DEI can be sensitive, please remember that embodying and practicing diversity, equity, and inclusion is one of our core values that you will encounter throughout the academic experience. In higher education, we are expected to think and engage critically. Use a growth mindset to embrace the diverse readings, course assignments, and experiences of your peers and faculty.

For more information about DEI at SNHU, please visit our website at the Office of Diversity and Inclusion.

Attendance Policy
Online students are required to submit a graded assignment/discussion during the first week of class. If a student does not submit a graded assignment/discussion during the first week of class, the student is **automatically dropped** from the course for non-participation. Review the full attendance policy.

Late Assignments Policy
Meeting assigned due dates is critical for demonstrating progress and ensuring appropriate time for instructor feedback on assignments. Students are expected to submit their assignments on or before the due date. Review the full late assignment policy.

Student Handbook
Review the student handbook.

ADA/504 Compliance Statement

Southern New Hampshire University (SNHU) is dedicated to providing equal access to individuals with disabilities in accordance with Section 504 of the Rehabilitation Act of 1973 and with Title III of the Americans with Disabilities Act (ADA) of 1990, as amended by the Americans with Disabilities Act Amendments Act (ADAAA) of 2008.

SNHU prohibits unlawful discrimination on the basis of disability and takes action to prevent such discrimination by providing reasonable accommodations to eligible individuals with disabilities. The university has adopted this policy to provide for prompt and equitable resolution of complaints regarding any action prohibited by Section 504, the ADA, or the ADAAA.

For questions **about support services, documentation guidelines, general disability issues, or pregnancy accommodations**, please visit the [Online Accessibility Center](#) (OAC).

As a student, you must complete an interactive intake process, with supporting documentation, in order to be granted accommodations. Once reasonable accommodations are approved by the OAC, you will receive an accommodations letter. You are then responsible for sharing the letter with your instructor. Accommodations are not retroactive.

If you feel you've been subject to discrimination on the basis of disability, by any party, you may file a complaint or grievance. For more information on the ADA/504 Grievance Policy, go to the [Disability and Accessibility Services](#) website.

Academic Integrity Policy

Southern New Hampshire University requires all students to adhere to high standards of integrity in their academic work. Activities such as plagiarism and cheating are not condoned by the university. Review the [full academic integrity policy](#).

Copyright Policy

Southern New Hampshire University abides by the provisions of United States Copyright Act (Title 17 of the United States Code). Any person who infringes the copyright law is liable. Review the [full copyright policy](#).

Withdrawal Policy

Review the [full withdrawal policy](#).

Southern New Hampshire University Policies

More information about SNHU policies can be found on the [policy page](#).