

CARLSON SCHOOL
OF MANAGEMENT

UNIVERSITY OF MINNESOTA

Syllabus

MSBA 6330 Prof Liu

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Course Organization

- Pre-class work (In many cases)
 - Pre-recorded Lectures + Self-assessment quizzes (8%)
- In-class activities:
 - Some lectures + discussions
 - Active quizzes (3%)
 - Exercises and labs
- Homework assignments (7) -- 28%
- Trend Marketplace Project -- 15%
- Two Exams
 - mid-term 20% + final exam 25%
- Discovery & Sharing using Yellowdig (1%)
- Q&A using Slack

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Homework assignments

- Each assignment must be done by a student individually.
 - Peer learning and learning from the Internet are allowed, but with limits
 - *No documents or fragments of homework should be shared between students, in any shape or form (including physically, digitally, or visually).* But discussion and hints are allowed between peer students.
 - If you use content from the Internet, credit the source.
- Late Policy – 3 Flex Days
 - You have three days you can use to defer one or a few homework assignments.
 - You can defer each homework by **at most 2 days**.
- Start early
 - Complete/review lectures and labs prior to doing the homework assignment.
 - Use Slack for questions (only common questions may be post in public channels).
 - Leverage TA & Instructor's office hours for face-to-face time

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Quizzes

- Including self-assessment quizzes and active quizzes.
- You may use your class notes, videos, labs, the course website, and Internet resources linked to directly from the course home page to complete this assessment. You may also use your computing environment, such as Cloudera VM, when answering the questions.
- You **may not** use other Internet resources not linked to from the course homepage, including general purpose Internet search engines such as Google.
- This is an **individual** assignment. You may not collaborate with other students in any manner when completing quizzes.

Exams

- One mid term, one final exam
- Consist of a multiple choice portion and a problem-solving portion (short answers & hands on problems)
- In-person exams, but Proctorio will be enabled during the exams to prevent cheating
- The problem-solving portion is open book, notes, canvas resources, links, and the Internet.
 - You may not collaborate with other students (including past students) in any manner.

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Communications

- Yellowdig
 - For exchanging ideas and news
 - When you share Internet resources (news, articles, etc), be sure to include a few lines of your own comments (e.g. describe the topic, highlight a few points, say something about its significance, discuss who should care about it).
 - Give feedback to others (replies, likes) also earn you credits.
 - You should participate in Yellowdig throughout the semester.
 - If a bulk of your activities concentrate in the last few days of the semester, these activities will not be counted. (the cutoff date is not announced on purpose).
 - Do not use it for homework/project/exam Q&As (use Slack for that).
 - Points and participation threshold (see Yellowdig setting)

Communications

- Slack
 - Organized by lectures and homework assignments.
 - For homework issues, please use the private channel to share with the instructor unless its an issue that concerns everyone. **Do not post your homework answers or segments in public channels.**
- Remote support
 - Install Chrome Remote Desktop (<https://remotedesktop.google.com>) on your laptop and share your temporary assistant code with instructor/TA on Slack. Use slack call to chat.

Challenges ahead...

- Steep learning curve
- Lots of different topics & terms
- The big data infrastructure is buggy and not easy to work with
- Evolving technologies – we are falling behind as we speak
- Internet resources may be outdated.
- Documentation isn't great
- Instructor does not know it all



So what
are we
going to
do?

8

Our approaches are:

- **Practice makes perfect**
 - We have many labs that let you get intimate with the big data technologies.
- **A Hacking Spirit**
 - Instructor will try to be there to help you with your challenges, but you also help each other in figuring out stuff.
- **Supplementing lectures with**
 - Yellowdig/Slack: for sharing knowledge and questions
 - Tread Marketplace: open-ended trade show event to allow you to explore new trends/topics



Hacking: a spirit
of hands-on
playfulness and
exploration



Trend
MARKET PLEACE

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