MSC 692: Business Analytics Practicum

# Course Information

## Contact

Instructor: Hieu Pham, PhD

Office: 368 Business Administration Building

Email Address: hieu.pham@uah.edu or Canvas

Phone Numbers: 256.824.2331

Availability/Office Hours: Monday, 3:00 - 5:30 PM

## Details

Course Name: MSC 692 – Business Analytics Practicum

Mode of Delivery: Online

Credit Hours: 3

Semester/Year: Spring 2024

Meeting day, time, and location: Mondays, 6:00 - 8:40 PM BAB 123

Prerequisites: Completion (or concurrent enrollment in) all other required courses

## Overview

This is a capstone course which emphasizes the development of analytic models and rigorously interpreting the results, as well as intuitively communicating the derived business insights to business clients and corporate executives. This course is devoted to a major practical project in which students apply skills learned from previous analytics courses to a real-world business problem, in cooperation with a local organization. Prerequisite: Completion (or concurrent enrollment) in all other required courses. Normally taken during the student's last semester of studies.

## Objectives

The students will

* Construct novel solutions to corporate problems
* Analyze and interpret real-world data
* Interact with business professional
* Deliver products requested by your chosen company

## Materials

### Required

No required textbook. Those used in other analytics courses such as MSC 641, MSC 615 and IS 571 would be useful in your project.

## Technology Statement

This course will use UAH’s learning management system, Canvas, as well as other technology tools. Students will be expected to have access to a computer with internet capabilities to fully participate in this course.

## Evaluation and Grading

The following grading scheme will apply in this course:

A = 90 <= grade  
B = 80 <= grade < 90  
C = 70 <= grade < 80  
D = 60 <= grade < 70  
F = grade < 60

Additionally, the instructor reserves the right to modify a student’s final grade, for the benefit of the student, if deemed necessary.

Evaluation and grading will be based upon weighted assignment groups.

Evaluation and grading will be based upon the following scale. The instructor will make every attempt possible to grade all assignments within 1 week.

|  |  |  |
| --- | --- | --- |
| **Assignment Groups** | **Percentage of Grade** | **Note** |
| Class attendance | 15% | Graded class attendance |
| Weekly milestone update | 5% | Students will report weekly progress |
| Framing the problem and key deliverables through a “Statement of Work” | 15% | This is a written document |
| Mid-term presentation | 5% | Teams will record (via Zoom) their presentation and upload to Canvas |
| Final analytic model and report | 20% | This will contain all information, code, documentation, methodology, and results |
| Final team presentation | 15% | Dr. Pham will attend the final presentation. Please plan accordingly. |
| Company’s evaluation of team | 10% | Company’s evaluation of each student |
| Individual assessment | 5% | A canvas quiz to gauge student knowledge acquired throughout the curriculum |
| Poster | 5% | Poster to present at the Analytics Showcase |
| Attendance at the analytics showcase | 5% | Students who do not live locally are exempt. |
| **TOTAL** | **100%** |  |

## Missed Assignments/Make-Ups/Extra Credit

* Late assignments will be considered on a case-by-case basis.

## Attendance Policy and Expectations

Students are only expected to come the first day of class and the last Monday of each month except April where we will meet the 21st. In total there are five meeting dates. Students will be expected to present themselves as professionals in a business environment as they may be meeting onsite at the target organization as required to frame the problem, collect data, model the analysis, and present the findings and recommendations to organization executives.  Students conduct, attendance and punctuality will be held to every aspect of professional business consultancy standards.

## Communication & Instructional Continuity

Canvas and email will be used extensively for communication. You must ensure that you have an active Canvas account and UAH email address. Resources and assignments will be posted to Canvas and other online locations, as announced. You are responsible for checking your Canvas and UAH email accounts regularly. Monday through Friday I will attempt to respond within 24 hours. Saturday and Sunday emails will be answered within 48 hours.

If our regular scheduled class meeting is interrupted or the campus should unexpectedly close, students should immediately log onto Canvas and read any course announcements. Students are encouraged to continue the readings and other assignments as outlined on the course syllabus until otherwise advised. Any student who does not could fall behind in the course.

## Course Conduct

All students must treat others with civility and respect and conduct themselves in a way that does not unreasonably interfere with the opportunity of other students to learn. All communication between student/instructor and between student/student should be respectful and professional.

## Academic Honesty

Your written assignments and examinations must be your own work. Academic misconduct will not be tolerated. Examples of unacceptable behavior include plagiarism/use of prior work/use of Chegg and other online problem-solving sites/etc. To ensure that you are aware of what is considered academic misconduct, you should review carefully the definitions and examples provided in the [Student Handbook](https://www.uah.edu/dos/student-conduct/handbook). If you have questions in this regard, please contact me without delay.

## Copyright Hieu Pham, 2025

All federal and state copyrights in my lectures and course materials are reserved by me. You are authorized to take notes in class for your own personal use and for no other purpose. You are not authorized to record my lectures or to make any commercial use of them or to provide them to anyone else other than students currently enrolled in this course, without my prior written permission. In addition to legal sanctions for violations of copyright law, students found in violation of these prohibitions may be subject to University disciplinary action under the Code of Student Conduct.

## Discussion of Concerns

If you have difficulties or concerns related to this course, your first action should be to discuss them with your instructor. If such a discussion would be uncomfortable for you or fails to resolve your difficulties, you should contact the Dr. Wai Mok Department Chairperson. If you are still unsatisfied, you should contact Dr. Orman Associate Dean of the College of Business.

# Class Schedule

**January 13 Form your project team with 3 or 4 members (deviation must be approved by the instructors)**

**February 2     Framing the problem and key deliverables**

**March 15        Mid-term presentation deadline**

**April 14 Poster due**

**April 21         CoB's third annual Analytics Showcase (Cybersecurity Lab – Dinner)**

**May 2        Final analytic model and report**

**May 2 Final team presentation deadline**

**May 2 Individual Assessment**

Teams will meet with project sponsors regularly in lieu of classroom meetings. Online teams must also meet with the project sponsors and team members online regularly. Note that these due dates are the latest you can complete each item.

# University Information

## Disability Statement

The University of Alabama in Huntsville will make reasonable accommodations for students with documented disabilities. If you need support or assistance due to a disability, you may be eligible for academic accommodations. [Apply here](https://kea.accessiblelearning.com/s-UAH/ApplicationStudent.aspx) or contact [Disability Support Services](https://www.uah.edu/dss) (256.824.1997 or Wilson Hall 128) as soon as possible to coordinate accommodations.

## Pertinent UAH Policies

* [UAH Student Handbook](https://www.uah.edu/dos/office-of-student-ethics-education/handbook)
* [Academic Misconduct Policy](https://www.uah.edu/policies/02-01-67-academic-misconduct-policy)
* [Complete listing of UAH Policies and Procedures](https://www.uah.edu/policies)

## Campus Resources

The University of Alabama in Huntsville offers a range of student services to enhance the experience of students.

* [Academic Support Services](https://catalog.uah.edu/undergrad/support-services/academic-support-services/)—ASAP, Student Success Center, Tutoring, PASS, Academic Support Centers by College
* [Student Support Services](https://catalog.uah.edu/undergrad/support-services/student-support-services/)—Counseling Center, Disability Support Services, Student Health Services, Office of International Services, Multicultural Affairs, etc.
* [UAlert](https://www.uah.edu/ualert)—Sign up for UAH’s emergency notification system to receive urgent messages from the university
* [Registrar’s Office](https://www.uah.edu/registrar)—Academic Calendars, Course Registration, Student Records, Commencement
* [M. Louis Salmon Library](https://www.uah.edu/library)—Printed and Online Resources, Reference Services, Group Study Rooms, AV Resources, Printing
* [Office of Diversity, Equity, and Inclusion](https://www.uah.edu/diversity)—Anti-racism resources, LGBTQ resources, lactation rooms, name change requests, internet access assistance, Title IX
* [Canvas Support](https://community.canvaslms.com/t5/Student-Guide/How-do-I-get-help-with-Canvas-as-a-student/ta-p/498)—Call 844-219-5802 to report an issue with Canvas.
* [OIT Help Desk](https://www.uah.edu/oit/contact)—For technical support, contact the OIT Help Desk ([helpdesk@uah.edu](mailto:helpdesk@uah.edu); 256.824.3333)

NOTE: When submitting a support ticket include your name, your class, the element/assignment being affected, and a detailed description of the issue. Providing a [screenshot](http://www.take-a-screenshot.org/) is often very helpful in diagnosing an issue.

## Important Dates

[Review the semester dates and deadlines and the academic calendar.](https://www.uah.edu/registrar/calendars)

## Subject to Change

Every effort is made to follow the guidelines in the syllabus; however, if needed, the syllabus will be amended. You will be notified if changes are made.