UF UNIVERSITY *of* FLORIDA
Warrington College of Business Administration
Department of Information Systems and Operations Management

ISM6405 (1152): Business Intelligence
Fall 2017: Module 1
ISOM School of Management

Contact Information

Instructor:	Young Kwark
Office:	STZ 347
Class Info:	STZ 103 at MW 7-8 (1:55pm - 3:50pm)
Office Hours:	By appointment
E-Mail:	Through the course website
TA:	TBD

TA Office Hours: By appointment

E-Mail:	Through the course website

Course Objectives

The recent explosion of digital data potentially could provide the new business opportunity by revealing useful information about customers, products, competitors, and economic trends. Substantial market opportunities for this knowledge extraction are expected and the needs are growing. The primary objective of this course is to introduce various techniques available to extract useful information (business intelligence, BI) from the large volume of data an organization can use. Through this course, students will become more competent in extracting the business value from the rich data. This course will cover general concepts in the BI field, along with popular techniques including association rules, clustering, prediction, and classification. To some extent students will have a useful experience with some leading BI software.

Course Website

All information and materials pertaining to this course will be made available through the course website on the Canvas system (https://lss.at.ufl.edu/). With the exception of the in class tests, all graded materials will be submitted electronically using the course website on Canvas. Additional information regarding the submission policy for this class is provided below.

Required Textbook:

Data Mining for Business Intelligence: Concepts, techniques, and applications in Microsoft Office Excel with XLMiner, 2e, by Galit Shmueli Nitin Patel, and Peter Bruce. Wiley, ISBN-13: 978-0470526828 (Both E-Book and paper book will be reserved in library. Access is available via Canvas course website)

Optional Textbook:

- *Data Science for Business: What you need to know about data mining and data-analytic thinking*, by Foster Provost and Tom Fawcett, O'Reilly, ISBN-13: 978-1449361327, ISBN-10: 1449361323
- *Data Mining Techniques: For Marketing, Sales, and Customer Relationship Management*, 3e, by Gordon Linoff and Michael Berry. Wiley, ISBN-10: 0470650931, ISBN-13: 978-0470650936
- *Getting Started with Business Analytics: Insightful Decision-Making*, by David Roi Hardoon and Galit Shmueli. CRC Press, ISBN-10: 1439896534, ISBN-13: 978-1439896532
- *Applied Analytics Using SAS Enterprise Miner (Course Notes)*, by Peter Christie, Jim George, Jeff

Thompson and Chip Wells. SAS e-book, ISBN-10: 1612901395, ISBN-13: 978-1612901398
- *Data Mining with SAS Enterprise Miner through examples*, by Cesar Perez Lopez. ISBN-10: 1490541799, ISBN-13: 978-1490541792
- *Microsoft Excel 2013: Data Analysis and Business Modeling*, by Wayne L. Winston. Microsoft Press (January 19, 2014), ISBN-10: 0735669139, ISBN-13: 978-0735669130

Grading Policy

Group Project	20%
Group Assignments	20%
Exam1	25%
Exam2	25%
Participation	10%

The grades for this course will be based on a curve. This means the grade that you get for this course will depend on your relative rank in the class. As per college norms, the grading will maintain a maximum mean grade point average of 3.50 (for example, 20% A, 20% A-, 50% B+, 10% B is one possible distribution). Grades of C+, C and below can and will be given when student performance warrants.

Information on current UF grading policies for assigning grade points:
https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

HELP RESOURCES
For issues with technical difficulties with the e-learning system, please contact the UF Help Desk at:
1) Email: Learning-support@ufl.edu
2) (352) 392-HELP - select option 2; or
3) https://lss.at.ufl.edu/help.shtml

Course & Instructor Policies

Changes: This course will be very dynamic, so EXPECT changes. Changes in assignments or schedules will be posted on course website. It is the student's responsibility to keep up with the changes that are posted on course website.

Course Website: Most communications for this class will be through course website. Students should check announcements posted on the course website regularly. All questions to be discussed with your classmates (except those of a personal nature) should be posted on the course website Discussion Board.

Individual Meeting: Students with questions or wishing any kind of follow-up from class should speak with the instructor during class or during regular office hours. If you wish to meet with your instructor outside of regular office hours, you should email your instructor to make an appointment. Although email is commonly used, sometimes it can limit the effectiveness of the communication and may not be the best way for instructors to respond to some student questions, especially those requiring a demonstration of concepts or models covered in the course or if there are some more personal concerns. Depending on the nature of your situation, your instructor may ask that you follow up with a telephone call or personal meeting.

Internet & Electronic Communication Devices: Any surfing of the Internet during lectures that is not directly related to the class discussion is distracting and strictly forbidden. Additionally, the use of any electronic devices (e.g., cellular phones) for e-mailing, text-messaging, etc. is strictly prohibited. Please TURN OFF your phone before the beginning of each lecture. In this regard, it is within the discretion of the instructor to determine the appropriate grade for the "class participation" component. The instructor

reserves the right to ask students to leave the classroom before continuing lecture if they are being disruptive.

Assignments: All assignments will be submitted through the course website unless otherwise instructed; submission of electronic copies by e-mail is *not* acceptable unless prior permission of instructor is obtained. All assignments should be completed on time. Assignments submitted after the deadline will be considered late. A penalty of **20% of the assignment value per day** (including weekends) is assessed on late assignments beginning on the day due. **Copying another student's work (computer files) or having another person do your work is scholastic dishonesty (see below) and will be dealt with accordingly.**

Exams: A picture ID will be required for each student. Please bring a #2 pencil for each exam. If you have a time conflict, you must notify the instructor in advance for rescheduling consideration. Unless under significantly extreme circumstances, make-up exams will NOT be arranged.

Class Participation: Your class attendance and class participation is highly recommended for this course. There is no make-up for missed in-class assignments. Much of the content of course will be covered in class. Participation is counted **NOT** by the quantity of the comments, but by the **quality** of the comments. If you do not have your name tag displayed in class, you will not get credit for your participation. If there are any activities deemed as distracting in class (e.g., talking loud with other students about something that is not directly related to the class), it is within the discretion of the instructor to determine the students' appropriate participation grade. Again, the instructor reserves the right to ask students to leave the classroom before continuing lecture if they are being disruptive.

Students are expected to provide feedback on this course by completing online evaluations at https://evaluations.ufl.edu. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open.

University Policy on Cheating
Cheating in any form is not permitted within this class. Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the **UF Student Honor Code** at http://www.dso.ufl.edu/students.php. In addition, you must be sure to cite all works used in completing projects or leading class discussions. Failure to properly follow copyright will result in a loss of points. See the **University Policy** at http://www.registrar.ufl.edu/staff/policies.html.

University Policy on Accommodating Students with Disabilities
Students requesting accommodation for disabilities must first register with the Dean of Students Office (352-392-8565, http://www.dso.ufl.edu/drc/). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

Proper Prerequisite for the course in graduate catalog
Students must check the prerequisite for this course and the requirement for the degree. **ISM 6215** and **ISM 6216** (Business Database Systems I and II) are the prerequisite for this course. See the graduate catalog for more detail (http://gradcatalog.ufl.edu/preview_program.php?catoid=6&poid=2842).

**ISM6405 (1152): Class & Topic Schedule Fall 2017 Mod1** (**Expect Changes in Schedule** - see **course website** for changes)
W	**Dates**	**Topic(s)**	**Readings**	**Deliverables**
01	Aug 21 Aug 23	Course Introduction Introduction (including installation of **Excel Miner** & **Tableau**)	Ch 1-2	Aug 23: Submit group lists
02	Aug 28 Aug 30	Introduction Cont'd Data Exploration and Visualization using **Excel Miner**	Ch 1-2 Ch 3-4	Aug 30: One-page project proposal by group
03	Sept 4 Sept 6	No Class -- Labor Day Association Rule	Ch 3-4 Ch 13	
04	Sept 11 Sept 13	**Exam1** (Regular class hour/location) Clustering	 Ch 14	1:55pm - 3:50pm, Stz 103
05	Sept 18 Sept 20	Visualization using **Tableau** Visualization using **Tableau** & Evaluating Performance /Decision Trees	 Ch 5 & 9	
06	Sept 25 Sept 27	Dimension Reduction No Class -- Career Showcase	Ch 4	
07	Oct 2 Oct 4	Project Presentation Project Presentation		Final project report (all groups must submit by Oct 2, 11 am)
08	**Oct 9**	**Exam2** (Regular class hour/location**)**		1:55pm - 3:50pm, Stz 103
Note: Lecture will be delivered based on **Windows** OS **only**.

** Notice that you must keep track of the **<u>final exam schedule</u>** (FIXED by school, <u>**not**</u> flexible at all) from http://warrington.ufl.edu/graduate/academics/finals.asp.
** Assignment schedule and any change in schedule will be announced in class and in the course website.

* Checking the course website on a daily basis is your responsibility.
* Chapters covered in each exam will be announced in class.
* Career Showcase (Fall 2017): September 26-27, 2017 | 9 a.m. – 3 p.m. | Stephen C. O'Connell Center
https://www.crc.ufl.edu/students/events-and-programs/career-showcase/