Program: M.S. in Data Analytics
Course Number and Name: DATA 698 – Analytics Master's Research Project
Credits: 3 credit hours, Graduate
Prerequisite(s): Department consent required
Time: Fall 2018, 8/27-12/21

Course Description:
In this course, you will integrate the knowledge and skills derived from your previous MSDA classes into a real-world project. Working in a small team or by yourself, you will identify a topic, develop a research plan, conduct research, and collect and analyze data. Note that the project may be organized in collaboration with a partner organization (e.g., a local company, non-profit, research lab, etc.).

Course Learning Objectives:
At the end of this course, students will be able to:
- Identify a research topic and develop a research plan.
- Conduct a literature review and perform research.
- Collect and analyze data.
- Write-up and disseminate research results.

Program Learning Outcomes/Competencies addressed by the course:
- Business Understanding. Apply frameworks and processes to build data-analytic solutions from an understanding of business goals.
- Data Programming. Use industry standard statistical tools.
- Foundational Math and Statistics. Emphasis on statistics and computational methods.
- Data Understanding. Collect, describe, model, explore and verify data.
- Prescriptive Modeling. Selecting prescriptive modeling techniques, generating test designs, building and assessing models.
- Model Implementation and Deployment. Students will learn to implement models for the various prescriptive modeling techniques covered in the course. Students will also learn how to effectively present visualized data targeted to a specific business user.
- Presentation. Students will deliver presentations of their project results.

How is this course relevant for IS and data analytics professionals?
The purpose of this analytics master's research project is for you to integrate the knowledge and skills derived from your previous MSDA classes. You will identify a topic, develop a research plan, conduct research, and collect and analyze data.

How does this course work?
The course is conducted entirely online via Blackboard. Each week, the student will make incremental progress towards completing the research project. There is a final research project presentation and report due. Students are expected to complete all deliverables by the assigned due dates.

Assignments and Course Grading:

In this course, grades will be based on the following:

Project Presentation and Report (DUE: Monday, December 10, 2018)	**100%**	**100 points**
TOTAL	**100%**	**100 points**

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Discussion Boards

A Discussion Board is provided for students to interact with each other and with the instructor. Postings are not graded, but discussions are encouraged and appreciated. Please try to check in at least once a week, perhaps to post about a related topic of interest in the news, or a new package or tool, or to ask for help – or provide help – with locating resources or other information.

Grading Scale: Your grade will be based on your final weighted average score and the letter grade will be assigned according to the following table:

Quality of Performance	Letter Grade	Range %	GPA/ Quality Pts.
Excellent - work is of exceptional quality	A	93 - 100	4
	A-	90 - 92.9	3.7
Good - work is above average	B+	87 - 89.9	3.3
Satisfactory	B	83 - 86.9	3
Below Average	B-	80 - 82.9	2.7
Poor	C+	77 - 79.9	2.3
	C	70 - 76.9	2
Failure	F	< 70	0

Discussion Board Etiquette: The purpose of the discussion board in general is to allow students to freely exchange ideas. It is imperative to remain respectful of all viewpoints and positions and, when necessary, agree to respectfully disagree. While active and frequent participation is encouraged, cluttering a discussion board with inappropriate, irrelevant, or insignificant material will not earn additional points and may result in receiving less than full credit. Frequency is not unimportant, but content of the message is paramount. Please remember to cite all sources (when relevant) in order to avoid plagiarism.

Attendance: This course will meet biweekly on Mondays from 8:00-9:00pm EST starting Monday, January 29, 2018. During the session, each student will discuss what they have been working on and what they plan to do next. As the semester progresses, meetings may be less frequent, depending upon the needs of the group.

Late Policy: Unless otherwise noted, all work is due on the assigned day by 11:59 PM (Eastern Time). Late work will be penalized, unless pre-coordinated with the instructor.

Required/Recommended Textbooks and Other Materials:

There are no required textbooks, but I will be recommending some readings along the way that may help you to shape your work on your research project, such as journal articles, books, industry research and news sources.

Required Software:

At the discretion of the student.

My Contact Information:

Instructor Name: Honey Berk
E-mail Address: honey.berk@cuny.edu
Response Times: 24-48 hours
Office Hours / Sync: By appointment

Office hours are conducted by appointment via Blackboard Collaborate Ultra or phone. You are encouraged to ask questions on the "Q&A" forum on the course discussion board where other students will be able to benefit from your inquiries. For the most part, you can expect me to respond to questions by email within 24 to 48 hours. If you do not hear back from me within 48 hours of sending an email, please resend your message. I will be checking in on the course regularly, just about every day and likely several times each day. You can expect me to grade and return assignments within 10 days. Please do not hesitate to ask if you have any questions or concerns.

Meetup Information:

Please join the meetup from your computer, tablet or smartphone. We will be using GoToMeeting. Meetup info can be found on the left-hand navigation menu in Blackboard under "Meetup Info".

ACCESSIBILITY AND ACCOMMODATIONS

The CUNY School of Professional Studies is firmly committed to making higher education accessible to students with disabilities by removing architectural barriers and providing programs and support services necessary for them to benefit from the instruction and resources of the University. Early planning is essential for many of the resources and accommodations provided.

Please see: http://sps.cuny.edu/student_services/disabilityservices.html

ONLINE ETIQUETTE AND ANTI-HARASSMENT POLICY

The University strictly prohibits the use of University online resources or facilities, including Blackboard, for the purpose of harassment of any individual or for the posting of any material that is scandalous, libelous, offensive or otherwise against the University's policies.

Please see: http://media.sps.cuny.edu/filestore/8/4/9_d018dae29d76f89/849_3c7d075b32c268e.pdf

ACADEMIC INTEGRITY

Academic dishonesty is unacceptable and will not be tolerated. Cheating, forgery, plagiarism and collusion in dishonest acts undermine the educational mission of the City University of New York and the students' personal and intellectual growth.

Please see: http://media.sps.cuny.edu/filestore/8/3/9_dea303d5822ab91/839_1753cee9c9d90e9.pdf

STUDENT SUPPORT SERVICES

If you need any additional help, please visit Student Support Services: http://sps.cuny.edu/student_resources/