

**Masters of Science in Business Analytics**

**CIS/SCM 593 Applied Project**

**Syllabus, Spring 2021**

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**Course Description & Objectives**

The applied project experience puts teams of students together with clients or virtual clients who have a variety of situations they are facing in which they believe analysis of data would improve their understanding and their ability to make better decisions. The objective of the applied projects course is to provide an opportunity for students an immersive experience to improve their problem definition, analysis, execution and presentation skills.

The MSBA Curriculum is designed to develop familiarity with implementing a wide range of business analytics concepts, models, and software platforms to create new business insights and improve the quality of decisions. The “Applied Projects” course provides students with an opportunity to practice their skills in a very real setting. Students learn how to choose the right concepts (models, platforms, tools) to use in a particular situation – the approach that is most likely to provide value for a client and to yield insights that enhance the quality of decisions the client is making. In doing so, the team will be engaging in a process in which the analyst determines what parts of the analytical situation – or of an engagement with a client – are the most salient: what are the end objectives, what are the realistic ways available for achieving those objectives, what information is relevant to evaluating those competing alternatives, and how best can that information be located, acquired, and manipulated to yield useful insights? All of this is done before a “model” is selected or software is employed.

In addition to taking the nature of the overall problem into account, the analyst has to give consideration to the time available, the costs that would be incurred, the talent pool of the team and the tradeoffs between looking for a game changer insight versus making almost certain incremental progress. This aspect of the process relies not only on technical expertise but on experience and judgment. In other words, with a bigger data scientist toolbox, start making wise choices about how to use certain tools in that toolbox in certain ways and at certain times.

**W. P. Carey School of Business Learning Goals**

The W. P. Carey School of Business has established the following learning goals for its graduate students:

1. **Critical Thinking**
2. **Communication**
3. **Discipline Specific Knowledge**
4. **Ethical Leadership or Global Leadership**

Items in bold have significant coverage in this course.

**Learning Environment & Course Learning Outcomes**

The Applied Project is an excellent opportunity for the team to judiciously apply MSBA program knowledge to a real world business analytics challenge. The course work is team based. Teams work with their project sponsors to develop and deliver a substantial data analytics project. Teams work extensively with their sponsors throughout the semester, often meeting and discussing weekly and more regularly as needed. Teams will also meet weekly with the instructor to present progress and all team members are expected to contribute. A team has no more than 10 minutes to accomplish this important feat. In addition, there are key milestones and associated deliverable that are submitted, assessed and feedback provided.

The team is responsible for their team dynamics. It is expected that teams will operate in a cohesive and constructive manner with all team members contributing valuably to the various deliverables. It is very likely that different team members will make different kinds and mixes of contributions to the project. The deliverables will be assessed with each team member receiving the same assessment.

To ensure equitable assessment, team members will also provide confidential peer evaluations of their team members: an interim evaluation shortly after the interim project presentation and a final evaluation after the last deliverable has been submitted. The interim peer evaluation acts as an early warning and, where necessary, the team members will have an indication of possible issues in their team dynamics as diagnosed from the peer evaluations. It will be up to the team to correct any deficiencies that surface and no assessment change will be made at that time. If the final peer evaluations indicate less than equitable contributions from all team members, final assessments may be changed accordingly including possible final course letter grade revisions. *Teams are expected to approach the instructor as soon as possible (and at any time during the projects course) when they encounter adverse team situations that could not be resolved amicably among team members.*

At the completion of the course, students are expected to have accomplished the following objectives:

* Manage the full life cycle of an analytics project from conception to final delivery
* Formulate an appropriate analytics project methodology
* Prepare pertinent data sets including extraction, cleansing, visualization, summarization
* Apply relevant in-depth data analytics techniques to the data sets
* Critically evaluate and communicate project findings

**Textbook and Additional Material**

No textbook is required. Supplemental material may be posted on Blackboard (bb) during the course as needed.

**Course Requirements & Learning Assessment**

Course grades are based on performance on Project Deliverables, Presentations (each student in the group is expected to present at least once during the semester), and Project Execution. The following artifacts and activities are graded.

Individual Performance:

* Meeting participations 100
* Peer Evaluation (2 @ 25 points each) 50
* Individual Assessment 100

Group Performance:

* Project Plan 100
* Interim Project Presentation 150
* Final Project Report 300
* Final Project Presentation 200

Total 1000

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| **Grade** | **Min Score** | **Max Score** |
| A+ | 980 | 1000 |
| A | 930 | < 980 |
| A- | 900 | < 920 |
| B+ | 880 | < 900 |
| B | 830 | < 880 |
| B- | 800 | < 830 |
| C+ | 780 | < 800 |
| C | 700 | < 780 |
| D | 600 | < 700 |
| E/Fail |  | < 600 |

**General Policies**

We optimize our instructional design with your learning experience and outcomes uppermost in our minds. If we sense or accumulate evidence that your behavior and academic integrity is not compatible with our expectations and you are harming your team/class or program reputation, then don’t be surprised when we tend to react in extreme ways that will make life very uncomfortable for you up to and including expulsion from the program. None of us enjoy doing so but if you violate fundamental principles, that’s what happens. Don’t hesitate to ask if you have any doubts.

**Instructor Access**

When emailing the instructor(s), please preface all email subjects with either “CIS593” or “SCM593”. Please check the Blackboard course website regularly for new announcements, assignments, and course material postings. If you receive a Blackboard announcement or email for this course, please make sure to read each announcement and email message carefully but do not reply to that announcement or email; instead email your instructor at the address above.

**Academic Integrity and Ethical Behavior**

You are expected to do your own work without collaborating with other teams. Failure to follow this policy may result in zero points for both the receiver and provider (if involved). Other actions can be taken as described in the current ASU academic integrity documents. Some of the assignments used in this class may have been used before at ASU or other institutions. You may not consult with others or use materials or solutions from other institutions (e.g., posted on the Internet). If your project is an extension of previous work, you must clearly identify the prior work products that will be used in the proposed project.

A student who engages in academic misconduct as outlined in ASU’s academic integrity policy (<http://provost.asu.edu/academicintegrity>) while attending a graduate program will receive strict penalties. Those penalties ordinarily will range from a letter reduction in final course grade to expulsion from the program and School of Business. The penalty will be decided by the course faculty member and the Assistant Dean of Academic Affairs. All allegations of academic misconduct must be reported to program administrators. Any subsequent act of academic misconduct, regardless of severity, will result in dismissal from the program and the School of Business.

**Honor Code and Professionalism Policy**

<https://my.wpcarey.asu.edu/academic-integrity/upload/MBA-Honor-Code.pdf>

**Absence and Missed Work Policy**

If you are unable to contribute to a submission for some reason, please let the instructor and team members know in advance. ASU excuses absences for religious observances (see below). The work for these missed submissions can be made up if the instructor is notified before the absence. Absences for other reasons may occur – notify the instructor as soon as you know that you will not be able to contribute to a submission.

**Instructor Absence Policy**

This is from ACD 304-10:

“How Long Students Should Wait for an Absent Instructor: In the event the instructor fails to indicate a time obligation, the time obligation will be 15 minutes for class sessions lasting 90 minutes or less, and 30 minutes for class sessions lasting more than 90 minutes. Students may be directed to wait longer by someone from the academic unit if they know the instructor will arrive shortly.”

**Religious Accommodations**

Accommodations will be made for students with religious holidays. Below is a link to the calendar of official religious holidays. Each holiday noted with two asterisks denotes an observance for which work is not allowed. For these holidays, students will not be penalized in any way for missing class or assignment. This means that this will not count as an absence in class and they will be granted a makeup assignment or exam, etc.

<https://eoss.asu.edu/cora/holidays>

All requests for accommodation must be submitted by the end of the second week of class.

**University-Sanctioned Activities**

Accommodations will be made for students who miss class related to university-sanctioned activities according to ACD 304-02. If you are participating in a university-sanctioned activity, please let your instructor know as early in the course as possible so that accommodations can be made.

**Threatening Behavior Policy**

The university takes threatening behavior very seriously and these situations will be handled in accordance with the Student Services Manual, SSM 104-02 <http://www.asu.edu/aad/manuals/ssm/ssm104-02.html>

**Disability Accommodations**

If you need an accommodation for a disability, you must register with the Disability Resource Center (DRC) at:

<https://eoss.asu.edu/drc>

**Copyrighted Material**

Unless otherwise stated by the instructor, all viewgraphs, lecture notes, data files, publications, exam/quiz/homework answer keys, and all other materials provided by the instructor are copyrighted materials and are provided for sole use by the students as study aids. These materials, as well as notes taken by students during the course, are not to be sold, copied, posted on a public network, or otherwise distributed.

**Title IX, Sexual Harassment & Violence**

Title IX is a federal law that provides that no person be excluded on the basis of sex from participation in, be denied benefits of, or be subjected to discrimination under any education program or activity. Both Title IX and university policy make clear that sexual violence and harassment based on sex is prohibited. An individual who believes they have been subjected to sexual violence or harassed on the basis of sex can seek support, including counseling and academic support, from the university. If you or someone you know has been harassed on the basis of sex or sexually assaulted, you can find information and resources at <https://sexualviolenceprevention.asu.edu/faqs>.

As a mandated reporter, I am obligated to report any information I become aware of regarding alleged acts of sexual discrimination, including sexual violence and dating violence. ASU Counseling Services, https://eoss.asu.edu/counseling, is available if you wish discuss any concerns confidentially and privately.

**Information contained within this syllabus (except grading and absence policies) is subject to change.**