MBA 694 - Introduction to Data Analytics

UNIVERSITY OF MONTANA COLLEGE OF BUSINESS

Course Information

Meeting Place: Online, asynchronous. I will post all lectures and assignments on Moodle. We will also use Slack.

This course is a 1-credit hour, five week offering covering introduction topics in data analytics. This course introduces the terminology and application of data analytics. Students will complete cases in a variety of disciplines as they become acquainted with some of the software, tools, and techniques of data analytics. This course is for MBA students not pursing a Masters in Data Analytics.

A student may **not** take this class if he or she has already taken BMIS 326 or MBA 694-Foundations of Data Analytics.

Prereq: Admission to the MBA program

Textbook

Mayer-Schonberger, V. & K. Cukier. *Big Data*: *A Revolution That Will Transform How We Live, Work, and Think*. New York, NY: Houghton Mifflin Harcourt Publishing. 2014. (required)

You can get this book on Amazon for about $10. Here is the link: http://a.co/1Kl9Xqj

Grading Evaluation

Criterion	Weight
Homework & Quizzes	40%
Final Exam	60%

Letter grades will be based on the following scale:

A	90% and above
B+	87% to 89.99%
B	80% to 86.99%
C	70% to 79.99%
D	60% to 69.99%
F	Below 60%

Expected Learning Objectives and Assessment

Students will:

- Understand the terminology used in the Big Data field of study.
- Explore the applications of Big Data in a variety of disciplines.
- Use, at an introductory level, data analytics tools.
- Explain the story told by the output of the data analyses.
- Discuss the issues of privacy and ethics raised by the use of Big Data tools.

Assignments

Homework

Homework will assigned throughout the five weeks. Some homework will be individual and some homework can be completed in groups. I will specify individual or possible group on each assignment. If done in groups, make sure everyone in the group understands each question and/or task. This will help tremendously on exams. All homework is due as specified in Moodle. ***No late assignments will be accepted and they will be assigned a score of zero (0).***

Exam

The exam will be a combination of hands-on problems and short answer covering the content discussed in lectures, homework, readings from Moodle. No makeup exam will be allowed if the absence is not pre-approved. Missing the exam without pre-approval results in a zero.

Policies

Email and Slack

Since this is an online-only class and our communication will be asynchronous, we will need to use technology to help facilitate questions, concerns, confusion, etc. If you send me an email, please give me at least 24 hours to respond since I am teaching three other undergraduate classes at the same time. We will use Slack for course related questions because other students may have the same questions. We will use email for personal related questions (grades, missing the exam, etc.).

Academic Honesty

All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University. The University of Montana Student Conduct Code specifies definitions and adjudication processes for academic misconduct and states, "Students at the University of Montana are expected to practice academic honesty at all times." (Section V.A., available at http://www.umt.edu/vpsa/policies/student_conduct.php). All students need to be familiar with the Student Conduct Code. It is the student's responsibility to be familiar the Student Conduct Code. SoBA Professional Conduct. (link: http://www.business.umt.edu/Soba/SoBAEthics/CodeofProfessionalConduct.aspx)

Disability Services for Students

The University of Montana assures equal access to instruction through collaboration between students with disabilities, instructors, and Disability Services for Students. If you think you may have a disability adversely affecting your academic performance, and you have not already registered with Disability Services, please contact Disability Services in Lommasson Center 154 or 406.243.2243. I will work with you and Disability Services to provide an appropriate modification.

Schedule

Week	Topics	Assignments
Jan 14th	Read Chapters 1-3 of Big Data Book Introduction to Big Data, Analytics, BI Exploring Descriptive Statistics in Excel	Homework 1 due Sunday, Jan 20th @ 11:55 pm
Jan 21st & Jan 28th	Read Chapters 4-6 of Big Data Book Introduction to R Imputing Missing Values T-test and correlation	Homework 2 due Sunday, Feb 3rd @ 11:55 pm
Feb 4th	Read Chapters 7-8 of Big Data Book Linear Regression	Homework 3 due Sunday, Feb 10th @ 11:55 pm
Feb 11th	Read Chapters 9-10 of Big Data Book Data Visualization Tableau Final Exam	Final Exam due Sunday, Feb 17th @ 11:55 pm