



INFO 3500-1: Capstone/Senior Project

<p><u>Term and Credits:</u></p> <p>Spring 2018</p> <p>4 Credit Hours</p>	<p><u>Time and Location:</u></p> <p>CRN: 2949 M/W 8:00-9:50am in DCB 230</p> <p>CRN: 4638 M/W 10:00-11:50am in DCB 230</p> <p>You will be required to review some material outside of class which will be delivered through Canvas. Make sure you have a good internet connection during class for access to Canvas.</p>
<p><u>Instructor:</u></p> <p>Name: Kellie Keeling</p> <p>Department: Business Information & Analytics</p> <p>Office Location: DCB 590</p> <p>Office Hours: Tu/Th 2:00pm-4:00pm</p> <p>Email: kkeeling@du.edu</p> <p>Office Phone: 303-871-2296 (forwards to my cell)</p>	<p><u>Communication Conduct:</u></p> <p>Feel free to refer to me as Dr. Keeling, Professor, or Kellie as you feel comfortable.</p> <p>Email is usually the best way to contact me. If I haven't responded in 36 hours, feel free to resend your message.</p> <p>I will send class level communications via Canvas announcements. I will typically initiate communication with individual students directly through your DU email or through Canvas email.</p> <p>My open office hours times are available on the home page in Canvas under "My Office Hours." To specifically make an appointment with me, click that link which goes to http://doodle.com/kkeeling which will allow you to request an appointment time. If there is an open time, you can also just stop by.</p>

COURSE DESCRIPTION:

This course will give the student an opportunity to apply the knowledge and skills learned in this program to a real-world problem submitted by a partner business. Students will take a business problem from problem definition, data collection, and model construction, through analysis and presentation of results to recommendations for specific business decisions.

PREREQUISITES/CO-REQUISITES:

Prerequisite: INFO 3340 and Business Analytics Major final Spring Quarter



LEARNING OUTCOMES:

By the end of this course, students will be able to

1. Display and interpret the business data for this particular enterprise challenge.
2. Identify and implement the appropriate analytic modeling techniques to a business problem.
3. Apply the techniques and decision-making methodologies developed throughout the curriculum to solve an analytic problem and to recommend a business decision.
4. Appropriately document every step performed in the creation of the solution and recommendation.

REQUIRED MATERIALS:

Software: MS Office, JMP Pro, Tableau, R, Python, SPSS Modeler, others as needed

GRADING STRUCTURE AND SCALE:

Performance will be evaluated on the items below.

Individual Milestones/Deliverables	50%
Group Milestones/Deliverables	50%
Total	100%

Grading Scale: A: 93-100%; A-: 90-92.9%; B+: 87-89.9%, B: 83-86.9%; B-: 80-82.9%; etc

Class Schedule (Tentative Outline)

Week 1 - Mar 26	Reproducible Research/Work Flow Documentation/ Self Study Plan
Week 2 – Apr 2	Individual Milestones
Week 3 - Apr 9	Individual Milestones
Week 4 - Apr 16	Individual Milestones
Week 5 - Apr 23	Individual Milestones
Week 6 – Apr 30	Group Milestones
Week 7 - May 7	Group Milestones
Week 8 - May 14	Group Milestones
Week 9 - May 21	Group Milestones
Week 10 - May 28	Group Milestones
Week 11 – Jun 4	Group Milestones

UNIVERSITY EXPECTATIONS, POLICIES, AND RESOURCES:



Students with Disabilities. A student who qualifies for academic accommodations because of a disability must submit a Faculty Letter to the instructor from the DU Disability Services Program (DSP) in a timely manner, so that the needs of the student can be addressed. Accommodations will not be provided retroactively, e.g., following an exam or after the due date of a project. DSP determines eligibility for accommodations based on documented disabilities. DSP is located in Ruffatto Hall, 1999 E. Evans Ave. (303-871-2278).

University Expectations. Please review the University Expectations on the Daniels College of Business syllabus webpage (<http://daniels.du.edu/university-expectations/>)

- University of Denver Honor Code
- Policy Concerning Official Communication
- Students with Disabilities
- Policy Concerning Religious Accommodations
- Policy Concerning Emergency Procedures
- Policy Concerning Conflicts of Interest, Including Gifts from Students