



INFO 3500: Capstone/Senior Project

<p><u>Term and Credits:</u></p> <p>Spring 2020</p> <p>4 Credit Hours</p>	<p><u>Time and Location:</u></p> <p>CRN: 2589 M/W 8:00-9:50am online CRN: 3099 M/W 10:00-11:50am online</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 and Zoom. Class Zoom meetings will be posted on the Canvas Menu under Zoom.</p>
<p><u>Instructor:</u></p> <p>Name: Kellie Keeling</p> <p>Department: Business Information & Analytics</p> <p>Office Hours: TBD</p> <p>Virtual Office Location: https://udenver.zoom.us/my/kelliekeeling</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."</p>

COURSE DESCRIPTION:

This course will give the student an opportunity to apply the knowledge and skills learned in this program to data including a real-world problem submitted by a partner business. We will review and build upon concepts previously learned. Students will take business problems 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, 3300 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 particular enterprise challenges.
2. Identify and implement the appropriate analytic modeling techniques to business problems.
3. Apply the techniques and decision-making methodologies developed throughout the curriculum to solve analytic problems and to recommend a business decisions.
4. Appropriately document every step performed in the creation of the solutions and recommendations.

REQUIRED MATERIALS:

Software: Python and Piazza Polling (in Canvas) and others will be selected from: MS Office, JMP Pro, Tableau, R, SPSS Modeler, etc. others as needed

Textbooks:

- *Keeping up with the Quants: Your Guide to Understanding and Using Analytics*, 2013, Davenport and Kim, Harvard Business Review Press
- *Competing on Analytics: the New Science of Winning*, Revised Edition, 2017, Davenport and Harris, Harvard Business Review Press

GRADING STRUCTURE AND SCALE:

Performance will be evaluated on the items below.

<p>Individual Milestones/Deliverables</p> <p>Reading Assignments/Quizzes 15%</p> <p>Exams 15%</p> <ul style="list-style-type: none"> • BA Major Concepts/Readings Exam • Take Home Reflection Exam <p>Other Deliverables 25%</p> <ul style="list-style-type: none"> • Journaling • Status Reports • Case Assignments • Class Participation (Piazza Polling, In class assignments) 	55%
<p>Group Milestones/Deliverables</p> <p>Group Work 35%</p> <ul style="list-style-type: none"> • Case Assignments • Partner Project Deliverables <p>Group CATME Evaluations 10%</p>	45%
Total	100%

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



INDIVIDUAL WORK:

Reading Quizzes. On most Sunday nights there will be a multiple-choice quiz posted related to the reading for that class day. **NO late work accepted.**

Exams. There will be two exams for the course. One will cover Business Analytics Major concepts as well as "bring it all together" concepts from the books. The second will be a take home reflection exam on ethics in business analytics and the Competing on Analytics book.

Other Deliverables. There will also be various in class assignments, case assignments, status reports, and journaling that you will do throughout the course.

Polling. During class I will post polls in Piazza to help assess student comprehension of topics or gather informal data. These will count as participation credit and be assessed on the scale: Full Participation/Correctness 100%, Full Participation mostly correct 93%, Most Participation 80%, Other 0%. You can drop 1 polling day for an excused absence (Post to me on Piazza under "absence" for approval). You may not complete polling questions outside of class.

GROUP WORK:

The group work for this class will be divided into two parts. First will be CATME evaluations completed by yourself and your group members. The second part will be your work on group case assignments and the partner project deliverables.

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



Class Schedule (Tentative Outline)

The nature of the course means that we will develop deliverables as we move through the course based on timelines of working with our company. Therefore, up to date information will be posted on Canvas.

	Monday/Wednesday	Reading
Week 1 – Mar 30	Reproducible Results Mind Maps Python for Analytics	KUWTQ: Ch1 & 2
Week 2 – Apr 6	Python Dash	KUWTQ: Ch3 & 4
Week 3 - Apr 13		KUWTQ: Ch5 & 6
Week 4 - Apr 20		KUWTQ: Ch7 & COA: Ch1
Week 5 - Apr 27		COA: Ch2
Week 6 – May 4		COA: Ch3 & 4
Week 7 - May 11		COA: Ch5
Week 8 - May 18		COA: Ch6 & 7
Week 9 - May 25	MEMORIAL DAY	COA: Ch8
Week 10 - Jun 1	Final Presentations??	COA: Ch9
Week 11 – Jun 8	Final Presentations??	