



INFO 3500: Capstone/Senior Project

<p><u>Term and Credits:</u></p> <p>Spring 2021</p> <p>4 Credit Hours</p>	<p><u>Time and Location:</u></p> <p>CRN: 2482 8:00-9:50am Tu DCB 105/Th online CRN: 2908 10:00-11:50am Tu/Th 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: by appointment schedule here: https://calendly.com/kkeeling/20min</p> <p>Office Locations: DCB 590 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>Make an appointment with me during any open time here: https://calendly.com/kkeeling/20min</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 Office 365 others will be selected from JMP Pro, Tableau, R, PowerBI, etc.

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.

Individual Milestones/Deliverables Reading Assignments/Quizzes 15% Exams/Guides 20% <ul style="list-style-type: none"> • BA Major Concepts/Readings Exam • Take Home Reflection Exam • Modeling Technique Guides Other Deliverables 20% <ul style="list-style-type: none"> • BAC@MC Individual Work • Case Assignments • Class Participation (In class assignments) 	55%
Group Milestones/Deliverables Group Work 35% <ul style="list-style-type: none"> • BAC@MC • Case Assignments • Partner Project Deliverables Group CATME Evaluations 10%	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

ASSESSMENTS

Late assignments. Late work will be accepted with a 12% a day prorated penalty where allowed. Some assignments cannot be completed late. Canvas will automatically calculate the late points.

INDIVIDUAL WORK:

Reading Quizzes. On most Monday nights there will be a multiple-choice quiz due related to the reading for the week.

Exams/Guides. 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. In addition, you will create a reference guide for modeling techniques learned throughout your BA major. No late work accepted without an approval.

Other Deliverables. There will also be various in class assignments, case assignments, etc. that you will do throughout the course.

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 the BAC@MC Competition, 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).

Inclusive Learning Environments.

- In this class, we will work together to develop a learning community that is inclusive and respectful. Our diversity may be reflected by differences in race, culture, age, religion, sexual orientation, socioeconomic background, and myriad other social identities and life experiences.
- The goal of inclusiveness, in a diverse community, encourages and appreciates expressions of different ideas, opinions, and beliefs, so that conversations and interactions that could potentially be divisive turn instead into opportunities for intellectual and personal enrichment.
- A dedication to inclusiveness requires respecting what others say, their right to say it, and the thoughtful consideration of others' communication.



- Both speaking up and listening are valuable tools for furthering thoughtful, enlightening dialogue. Respecting one another’s individual differences is critical in transforming a collection of diverse individuals into an inclusive, collaborative and excellent learning community.
- Our core commitment shapes our core expectation for behavior inside and outside of the classroom. Office of Diversity, Equity, and Inclusion website (<https://www.du.edu/diversity-inclusion/index.html>).

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.

	Tuesday/Thursday	Reading
Week 1 – Thu Apr 1	Reproducible Results BAC@MC	KUWTQ: Ch1 & 2
Week 2 – Apr 6 & 8		KUWTQ: Ch3 & 4
Week 3 - Apr 13 & 15		KUWTQ: Ch5 & 6
Week 4 - Apr 20 & 22		KUWTQ: Ch7 & COA: Ch1
Week 5 - Apr 27 & 29		COA: Ch2
Week 6 – May 4 & 6		COA: Ch3 & 4
Week 7 - May 11 & 13		COA: Ch5
Week 8 - May 18 & 20		COA: Ch6 & 7
Week 9 - May 25 & 27		COA: Ch8
Week 10 - Jun 1 & 3	Final Presentations??	COA: Ch9
Week 11 – Tue Jun 8	Final Presentations??	