The University of North Carolina at Greensboro
The Bryan School of Business and Economics
Department of Information Systems and Supply Chain Management

ISM 688 – Projects in Business Analytics

Instructor: Rahul Singh, PhD
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Office Hours: Room 481, Bryan Building
Rahul: Monday 2 pm to 3:30 pm and 5:00 pm to 6:30 pm
Other times by appointment

Instructor Information
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Course Web Site:
The course is hosted on Canvas – http://canvas.uncg.edu.

PREREQUISITES: ISM675

Catalog Description:
A capstone-like experience in which the student would demonstrate a broad knowledge of Business Analytics by undertaking hands-on projects with realistic data.

Course Description:
ISM-688 is a project intensive capstone course whose goal is to provide you an effective and meaningful understanding of the business analytics process and function through the concept of self-directed discovery and experiential learning. The primary activity in this course is a semester-wide individual project intended to produce a business analytics solution which provides substantive business utility, and to demonstrate its technical and economic feasibility in the contextual domain it was developed for.
Upon completion of projects, students will demonstrate a broad knowledge and clear understanding of critical concepts, practices and issues in Business Analytics (BA) project development and completion.

Specific course outcomes are:
- identify accurately specific problems that organizations can solve using BA techniques;
- integrate the learning experiences acquired in the BA certificate program to effectively develop and recommend BA-based solution(s) for business problems faced by organizations;
- synthesize the learning experiences acquired in the BA certificate program to effectively develop and recommend BA-based solution(s) for business problems faced by organizations;
- apply important BA concepts, principles, techniques, and practices needed to effectively leverage big data in support of organizational strategic goals.

Relationship to Other Courses:
It is the philosophy of the ISSCM department to help students develop an appropriate background and critical skills necessary to function effectively in a global, technology-driven environment. In today’s business environment, functional IS skills with specific skills in analytics are integral to achieve this goal.

To succeed in this course, students must utilize the problem solving and critical reasoning skills that they have acquired as part of their education here at UNCG. This course provides an opportunity for students to discover, develop and refine these skills in preparation for their future academic and professional careers.

Instructional Methods:
The capstone course is designed to be a culminating educational experience. This class provides learning - but not in the traditional sense. The capstone course is the singular opportunity to assimilate the various goals of one’s total education through project-based, directed experiential learning within the problem domain of Information Systems and Business Analytics.

Outcomes:
The Carnegie Foundation recommends three instruments for measuring outcomes in a capstone course: a senior thesis (which draws on the historical, social, and ethical perspectives of the major,) an oral presentation of the thesis with peer critique in a public forum, and preparation of a portfolio.

For the purpose of ISM 688, these measures will be embodied in your project, its oral presentation, and the accompanying documentation.

These outcomes are the framework by which your effort will be evaluated:
1. Communication competence is the ability to read, write, speak, and listen and to use these processes effectively to acquire, develop, and convey ideas and information.
2. Critical thinking is the ability to examine issues rationally, logically, and coherently.
3. *Contextual competence* is an understanding of the societal context or environment in which one is living and working.

4. *Aesthetic sensibility* is an enhanced aesthetic awareness of arts and human behavior for both personal enrichment and application in the enhancement of work.

5. *Professional identity* is a concern for improving the knowledge, skills, and values of the profession.

6. *Professional ethics* is an understanding of the ethics of a profession as standards that guide professional behavior.

7. *Adaptive competence* is anticipating, adapting to, and promoting changes important to a profession’s societal purpose and the professional’s role.

8. *Leadership capacity* is exhibiting the capacity to contribute as a productive member of the profession and assuming appropriate leadership roles.

9. *Scholarly concern for improvement* is recognizing the need to increase knowledge and to advance the profession through both theoretical and applied research.

10. *Motivation of continued learning* is exploring and expanding personal, civic, and professional knowledge and skills through a lifetime.


**Performance Evaluation:**

The following criteria will apply to the grading of project.

A: Work that demonstrates not only a clear understanding of the material under study, but also a superior ability to utilize that material in the projects. All criteria are met. The student’s work goes beyond the task and contains additional, unexpected or outstanding features.

B: Work that demonstrates a good understanding of the material under study, and utilizes the material well in the projects. The student meets the project criteria, with few errors or omissions.

C: Work that fails to demonstrate project requirements and work may not address one or more criteria or may not accomplish what was stated in the proposal.

F: Work that is incomplete, inappropriate and/or shows little or no comprehension of the project requirements and little effort made towards its accomplishment.

The course will be letter graded. A student’s final grade will depend on the quality of the project components.

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Initial project proposal</td>
<td>5%</td>
</tr>
<tr>
<td>Mid semester update and presentation</td>
<td>20%</td>
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<tr>
<td>Final project report and presentation</td>
<td>75%</td>
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The grade scale is based upon percent of points earned, and is as follows:

93-100% = A  90-92% = A-  87-89% = B+  83-86% = B  80-82% = B-  77-79% = C+  
73-76% = C  Below 73% = F
Academic Integrity Policy:
All students are required to follow the UNCG Academic Integrity Policy in completing course work. If you do not know provisions of the Honor Policy, make time to study it.

Emergencies:
Hopefully, none of you will encounter an emergency this semester. If you do encounter a situation that prevents you from fulfilling your responsibilities, please contact me as soon as possible. In inclement conditions, use your best judgment when deciding to attend class. I will be here unless UNCG cancels classes! If in doubt, you should call 334-4400 to inquire about UNCG closings or postponements.

TOPICAL OUTLINE/CALENDAR:
Week Topics:
Week 1-2: Discuss with the instructor to establish project parameters
Week 2-3: Submit a project proposal and project management plan
Week 3-12: Weekly progress reports to the instructor and bi-weekly meetings
Week 8: Mid semester report and presentation
Week 13-14: Final project completion and presentation

ACADEMIC INTEGRITY POLICY:
Each student is required to sign the Academic Integrity Policy on all major work submitted for the course. The Academic Integrity Policy can be found at: http://sa.uncg.edu/handbook/academic-integrity-policy/.

FACULTY AND STUDENT GUIDELINES:
The faculty and students in the course are expected to adhere to the faculty student guidelines stated at the following web page: http://www.uncg.edu/rae/faculty_student_guidelines.pdf

ATTENDANCE POLICY:
Students are expected to meet (online or Face-to-Face) with the professor on a weekly or bi-weekly basis and participate in required presentations. Attendance in weekly or bi-weekly online or Face-to-Face meetings is mandatory.

FINAL EXAMINATION:
There will be no final examination.