



MBA

ITIS 5431 A [W2]

Business Analytics for Managers

Wednesdays, 11:35 – 14:25, DT1728

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Office Hours: Mondays 1:00 to 3:00 PM or by appointment

Course calendar entry from 2016/2017 graduate calendar: Decision support systems in organizations; moving from business intelligence to business analytics; big data trends in organizations; theories and trends in data analytics.

Course Description: Managers need to assess their organizations' needs for business analytics, something that has become a sought after skill for business practitioners and professionals. This course aims to empower managers to make decisions regarding the opportunities available to them by looking at how Decision Support Systems are used in organizations. By looking at the historical evolution of these systems that have moved from Business Intelligence to Business Analytics. Understand and engage in the conversation on Big Data trends in organizations. The sessions will include both theories and trends behind Data Analytics.

Learning Objectives: Assessing the role of computers in organizational decision-making and the affordances of Information Systems; Generating value from business data; Evaluating tools available for business analytics.

Course Prerequisites: ITIS 5401 or permission of the School of Business

Textbook(s): MODERN ANALYTICS METHODOLOGIES: DRIVING BUSINESS VALUE WITH ANALYTICS
Michele Chambers & Thomas W. DINSMORE
PEARSON EDUCATION
ISBN: 978-0-13-49858-5

Exam date: Wednesday April 19, 2017 – 11:35 am

Drop Course Policy:

The deadline for academic withdrawal is the last day of classes (each term).

Grading Scheme:

In Class Exercises [5 @ 2%]	10%
Weekly Activities [5 @ 7%]	35%
Special Topic Group Presentation	10%
Case Analysis Report	15%
Final Exam	30%
TOTAL	100%

Preparation and participation:

Preparation for the sessions is essential to fulfil the course’s goals. The readings assigned for each session are the way to set a framework for our discussion and in class exercises. Business Analytics skills are developed by acquiring a new perspective to look at business decision making, which is in essence the most important role a manager plays.

Weekly activities are expected to be completed before the session start. These aim to achieve a common background in order to engage fully in class exercises. Some students may need to do additional work if they need to refresh some skills, especially Excel and Statistics. Plan the completion of these activities accordingly. The deadlines for each one of them are clearly marked in the course schedule and in CU Learn.

Most of you are familiar with in class participation. Due to the nature of Business Analytics, the course will include **weekly in class exercises** that are designed to serve as learning reinforcements. All students are expected to engage in these exercises. This is experiential learning by including hands on task using a *Virtual Desktop Interface (VDI)*. Each will be introduced by the instructor and includes a rubric to assess student engagement in the exercise.

The **Special Topic Group Presentation** is a way to enhance our horizons by sharing our understanding of a special topic. You will be able to select a special topic during the first week in class exercise. The goal is to try to motivate your classmates to see the benefits and limitations in the topic you are presenting. In that session groups will be formed.

Missed weekly activities, in class exercises or special topic group presentation:

Completion of some activities will become meaningless after the in class exercises are conducted; therefore, some of these activities have **hard deadlines** and cannot be deferred. These activities, if not completed by the hard deadline will be missed and students will receive no marks for them. Similarly, there won’t be ways to make up for missed experiential in class exercises or the special topic group presentation.

Case Analysis:

We will be working with real data. It is important that you dedicate enough time to get to know the data and the context of this case. Case studies are an effective method for exposing you to the entire decision making process because you will be asked to be part of the exercise, taking an active role as a decision maker who must perform the analysis and use the output to recommend a course of action.

Final Exam:

During our schedule session, during the final exams week there will be a written final exam covering all the material in the course

Deferred Final Examination:

Students unable to write a final examination because of illness or other circumstances beyond their control must contact the instructor in writing to request a deferred exam. Permission may be granted when the absence is supported by a medical certificate and or appropriate document/s to support the reason for the deferral. Deferred exams are not granted for students who have made travel arrangements that conflict with examination schedule.

Course Schedule:

Week	Date	Topic/Agenda	Pre-class Prep
1	Mar 8	Overview of Business Analytics A framework for BA In class Exercise I	Chambers & Dinsmore: Chapters 1 to 3 Weekly Activity I
2	Mar 15	Decisions, Decision Makers, Decision Making Support In class Exercise II	Simon 1999:Ch2; Buchanan & O'Connell 2006; Mintzberg 2013:Ch3; Franks 2014:Ch8; Cegielski & Jones-Farmer 2016 [Available in Ares – CU Learn] Weekly Activity II
3	Mar 22	The Analytics Roadmap I In class Exercise III	Chambers & Dinsmore: Chapters 4 to 7 Weekly Activity III
4	Mar 29	The Analytics Roadmap II In class Exercise IV	Chambers & Dinsmore: Chapters 8 to 10 Weekly Activity IV
5	Apr 5	Implementing your Analytics Roadmap In class Exercise V	Chambers & Dinsmore: Chapters 11 to 13 Weekly Activity V
6	Apr 12	Big Data, future directions of Business Analytics Special Topic Presentations	Special Topic* Case Analysis Report
	Apr 19	Final Exam	

* These readings will be decided during in class exercise I

Course Sharing Websites

Student or professor materials created for this course (including presentations and posted notes, labs, case studies, assignments and exams) remain the intellectual property of the author(s). They are intended for personal use and may not be reproduced or redistributed without prior written consent of the author(s).

Policy on Mobile Devices

The use of mobile devices IS NOT PERMITTED in this class. It is disruptive to the instructor and class members. If you carry such a device to class, please make sure it is turned off. If an emergency situation requires you to keep it turned on, please discuss this with your instructor prior to class.

Group Work

The Sprott School of Business encourages group assignments in the school for several reasons. They provide you with opportunities to develop and enhance interpersonal, communication, leadership, followership and other group skills. Group assignments are also good for learning integrative skills for putting together a complex task. Your instructor may assign one or more group tasks/assignments/projects in this course.

Before embarking on a specific problem as a group, it is your responsibility to ensure that the problem is meant to be a group assignment and not an individual one.

Person with Disabilities

The Paul Menton Centre for Students with Disabilities (PMC) provides services to students with Learning Disabilities (LD), psychiatric/mental health disabilities, Attention Deficit Hyperactivity Disorder (ADHD), Autism Spectrum Disorders (ASD), chronic medical conditions, and impairments in mobility, hearing, and vision. If you have a disability requiring academic accommodations in this course, please contact PMC at 613-520-6608 or pmc@carleton.ca for a formal evaluation. If you are already registered with the PMC, contact your PMC coordinator to send me your Letter of Accommodation at the beginning of the term, and no later than two weeks before the first in-class scheduled test or exam requiring accommodation (if applicable). Requests made within two weeks will be reviewed on a case-by-case basis. After requesting accommodation from PMC, meet with me to ensure accommodation arrangements are made. Please consult the PMC website (www.carleton.ca/pmc) for the deadline to request accommodations for the formally-scheduled exam (if applicable).

Religious Observance

Students requesting academic accommodation on the basis of religious observance should make a formal, written request to their instructors for alternate dates and/or means of satisfying academic requirements. Such requests should be made during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist, but no later than two weeks before the compulsory academic event. Accommodation is to be worked out directly and on an individual basis between the student and the instructor(s) involved. Instructors will make accommodations in a way that avoids academic disadvantage to the student.

Students or instructors who have questions or want to confirm accommodation eligibility of a religious event or practice may refer to the Equity Services website for a list of holy days and Carleton’s Academic Accommodation policies, or may contact an Equity Services Advisor in the Equity Services Department for assistance.

Pregnancy

Pregnant students requiring academic accommodations are encouraged to contact an Equity Advisor in Equity Services to complete *a letter of accommodation*. The student must then make an appointment to discuss her needs with the instructor at least two weeks prior to the first academic event in which it is anticipated the accommodation will be required.

Academic Integrity

Violations of academic integrity are a serious academic offence. Violations of academic integrity – presenting another’s ideas, arguments, words or images as your own, using unauthorized material, misrepresentation, fabricating or misrepresenting research data, unauthorized co-operation or collaboration or completing work for another student – weaken the quality of the degree and will not be tolerated. Penalties may include expulsion; suspension from all studies at Carleton; suspension from full-time studies; a refusal of permission to continue or to register in a specific degree program; academic probation; and a grade of Failure in the course, amongst others. Students are expected to familiarize themselves with and follow the Carleton University Student Academic Integrity Policy which is available, along with resources for compliance at: <http://carleton.ca/studentaffairs/academic-integrity/>.

Important dates and deadlines

Mar. 6	W2 classes begin.
April 7	<i>Deadline for academic withdrawal is the last day of classes for winter term.</i>
April 13	W2 classes end.
April 14	Statutory Holiday, University Closed.
April 17-21	W2 Exam and final project week.