BANA7095 “Case Studies in Business Analytics”
Section 001
Cases and applications of group-oriented operations research for real-world management applications.

22 BANA7095, 2 Graduate Credit Hours
Spring Semester, 2017
Monday, 6:00 P.M. – 7:50 P.M.
222 Lindner Hall

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Office Hours: Monday, 4:00 P.M. – 5:30 P.M. and by appointment.

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Course Prerequisites: BANA6021 “Optimization”, BANA6035 “Simulation Modeling”, and BANA6043 “Statistical Computing”, or permission by the instructor.

Course Objectives
To develop the application of business analytics/operations research/management science, including:

a. Ability to thoroughly describe, analyze, model, solve, and apply the solutions for real-world problems.
b. Cooperation with peers, colleagues, superiors, and clients.
c. Integration of previously learned material from other courses.
d. Communication with clients who may have markedly different vocabularies and orientations.
e. Written and verbal presentation of all materials.

Grading Policy
Grades will be determined by:

I. Class attendance and participation.
II. Oral and written presentations.
III. Outside of Class Group Meetings.
IV. Group feedback of Team Members and other Groups.


V. Professional Visits with the Client.
VI. Client feedback of their Group and Team Members.
VII. Instructor evaluation.

**Important Message**

You represent the Department of Operations, Business Analytics, and Information Systems, the **Carl H. Lindner College of Business**, and the University of Cincinnati to the business community and need to commit yourself to the obligations of the course. It is very important to maintain a high level of professionalism, including appropriate dress and courteous behavior, during all interactions with clients.

**Electronics**

Computer usage is strongly encouraged for only class-related activities such as accessing the lecture slides, Microsoft EXCEL Solver, Oracle Crystal Ball, Google for a class project, or other business analytics resource. Please do not use Facebook, Twitter, LinkedIn, YouTube, eBay, instant messaging, or other such activities unless it is directly related to a course project. Please either turn off or place on vibrate all cell phones. If you must take a call or text with someone, please do not do so in the classroom. Politely leave the room and return – no problem.

**Course Procedures**

You will be asked to fill out a form at the end of the first class. I will use those to determine your groups. You will hear several case scenarios presented (7 in all), and will have the opportunity to ask any questions for each. You will choose your order of desirability and I will make the match. You will be assigned a case project and a group for a fixed and known singular client. Among activities that you will want to incorporate during the semester are:

- A thorough description of the case scenario.
- Client visit(s) for discovery – questions and answers.
- Brainstorming – project team, project team with the client, and project team with the class
- Research. Have similar applications been documented? Have methodologies under consideration for the analysis been published?
- Group oral presentations of proposals with class feedback.
- Modeling, data collection, solutions, and application.
- Update presentations weekly.
- Written project summary submitted with professional presentation to the client.

**Clients**

Keep in mind that the clients are taking time from their busy schedules to participate in this problem solving effort. It is our obligation to give forethought to the problem well before any meetings with the client. This may mean finding appropriate literature or just thinking about what you need to know to understand the problem. The client is not going to present a lecture. Although we may contact the client several times after the initial visit to the class, it would be unfair to repeat questions several times.
Case Proposal

The proposal written for the client should include things such as but not limited to:
- A thorough qualitative description of the organization, its background, and objectives.
- Identify the key decision makers.
- Describe and display any models of any type that are likely to be useful. Note that there is no need for a mathematical model but they are often appropriate.
- Determine the necessary data requirements.
- Expected results.
- Implementation considerations.
- Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis.

Oral Reports

Oral reports are required for the proposal, weekly updates, and the final report.
- It is very important to prepare carefully for all oral presentations with consideration for:
  a. Appropriate audio/visual aids.
  b. Verbal presentation skills.
  c. Appropriate handouts.
- Everyone throughout the term is expected to participate at least once in the oral presentation(s).

Final Report

The final report for the client should include:
- 1-2 page Executive Summary.
- Background information and literature review – essentially include all information from the Proposal.
- Analysis and models employed. Show any mathematical development or equations in an appendix.
- Results obtained and recommended actions.
- Any need for further analysis.
- Implementation considerations including a cost analysis for implementing suggested actions.
- References, appendices, computer programs, data, and any other supporting documents.
**Information Resources**

Extensive use of Blackboard Learning and Community Portal System Version 9.1 will be employed for students to access documents such as PowerPoint slides, the syllabus, or assignments, and for communication such as announcements and postings for office hours. Email communication will be maintained through Blackboard and this requires that you keep a functioning email address registered, a setting you control. The Blackboard site for this course is not to be used for anything other than course-related issues. Blackboard should not be used to solicit classmates for anything such as encouragement to fill out a survey, attend a function, or anything not related to the course. We also will have Echo360 for this course. You will see it listed in the tab on the left. This will allow you to review material from previous classes.

**Emergency Class Cancellation**

For a suspected inclement weather closure such emergencies are posted to UC’s homepage [http://www.uc.edu](http://www.uc.edu). You may also wish to scan local television, radio, and websites since they may receive and release information regarding UC closures. If UC is closed, class is cancelled. If UC does not close, unless you hear otherwise from me, assume class will be held as scheduled. In the rare case of emergency cancellation of a class for any other unexpected reason, such cancellation will be communicated to students via email through Blackboard.

**Notification of Grades**

Final grades will be available through UC OneStop and will not be posted nor will they be provided over email, telephone, or personally. The Teaching Assistants and administrative staff are not authorized to release any grades.

**Withdrawal Policy**

The university policy will be followed regarding the awarding of a W grade, i.e., the W grade will be given only if a student withdraws before the officially stated university deadline.

**Absences**

While absences from class sessions or group meetings are extremely discouraged, sometimes exceptional circumstances arise that require missing a class or meeting. In the event that you do miss an activity, it is your responsibility to work with fellow students to acquire any additional project advancements and procedures, obtain any additional project assignments, and determine any project information you may have missed. Classroom update sessions will be captured electronically and made available to all.

**Special Needs Policy and Disability Services**

If you have any special needs related to your participation in this course, including identified visual impairment, hearing impairment, physical impairment, communication disorder, and/or specific learning disability that may influence your performance in this course, you should meet with the instructor to arrange for reasonable provisions to ensure an equitable opportunity to meet all the
requirements of this course. At the discretion of the instructor, some accommodations may require prior approval by Disability Services.

If utilizing Disability Services results in any changes of usual procedures for any examination, project, or homework, please notify the professor and process the required paperwork immediately with the professor in his office. A photocopy of the paperwork must be given to the professor. For all such cases, the end of the second week of the semester is the deadline for processing paperwork from Disability Services. If paperwork from Disability Services is pending, please discuss the situation with the professor before the end of the second week of the semester. Failure to follow these guidelines will result in the usual procedures for any examination, project, or homework being retained. Note that …

- If you are taking any examination with Disability Services, you must schedule the examination so that it overlaps with the time period the class is taking the examination.
- Extra time for assignments must be arranged at the time the assignment is given.

Auditing and Pass/Fail Options

Auditing or taking the course with a Pass/Fail option will not be options for this course.

Grade Improvement

Grades will be earned for the required work only. No additional work will be accepted for "extra credit" or "grade improvement".

Incomplete Policy

The university policy will be followed regarding the awarding of an I grade, i.e., the I grade will be given only if a student is unable to complete the course and has an excused absence from the final. Students receiving an I grade must contact Dr. Rogers during the first week of the immediately following semester to arrange a method for completing the course. If you will not be able to schedule a meeting during the first week of the immediately following semester then prior arrangements should be made regarding when you will be able to meet at the time an I grade is requested. Unless an acceptable reason exists to postpone completing the course during the next academic semester, all work necessary to change an I grade must be finished during the immediately following semester or your grade will be converted to an F.

Academic Integrity Policy

The University Rules, including the Student Code of Conduct, and other documented policies of the department, college, and university related to academic integrity will be enforced. Any violation of these regulations, including acts of plagiarism or cheating, will be dealt with on an individual basis according to the severity of the misconduct. Please refer to the Student Code of Conduct at http://www.uc.edu/conduct/Code_of_Conduct.html

Plagiarism or representing someone else’s work as your own will result in a course grade of F. Further disciplinary action for any academic misconduct may be taken that could result in dismissal from the university.