I. Course Information:

Title: MS Capstone  
Course #: BANA8083-001  
Credit Hours: 1  
Term: Spring 2017

II. Instructor Information:

Name: Dr. Edward P. Winkofsky  
Title: Adjunct Professor  
Office Information: Lindner 524  
Office: (513)556-7179  
Email: edward.winkofsky@uc.edu  
Office Hours: Monday & Wednesday 11:30 to 1:00 PM in office and via WebEx (https://ucincinnati.webex.com/meet/winkofed), or by appointment.  
Communication Policy: Students are encouraged to contact the instructor via email. A response will generally be given within 24 hours.

III. Course Description:

This course is associated with the required MS Business Analytics Capstone. The Capstone experience will be described in an essay that is reviewed and approved by two faculty members. The essay can describe: (1) a research project based on an idea proposed independently by the student or with faculty input; (2) an extension of a case analysis or project completed in a class such as BANA7095, Graduate Case Studies in Business Analytics. The essay must describe the student's contribution to the research or case.

IV. Student Learning Outcomes:

Upon successful completion of this course, the learner will be able to:

1. Demonstrate significant knowledge of Business Analytics concepts and tools.
2. Show the ability to implement these concepts and tools in a research project or a case analysis.

V. Capstone Requirements:

1. Academic Integrity: By admission to or attendance at U.C., a student accepts the responsibility to comply with the SCOC (Student Code of Conduct) and the rules and
policies of the University of Cincinnati. Every student is bound by the academic misconduct provisions of the SCOC which are enforced, in part, to assure academic integrity. Academic misconduct includes: aiding and abetting academic misconduct, cheating, fabricating information, plagiarizing, and violating ethical or professional standards. Any violation of these regulations will be dealt with on an individual basis according to the severity of the misconduct. For the capstone, students must be very careful that all references are correct. Any information that is copied from another source or document whether written by the capstone author or another person must be referenced. A student’s capstone could be rejected and the student’s graduation could be put in jeopardy for failure to follow referencing standards. Students are encouraged to discuss proper referencing with their capstone readers. Additional information on Academic Integrity can be found at: http://www.uc.edu/conduct/Code_of_Conduct.html. Note that instructors are required to report any incident of academic misconduct to the college review process which could result in severe consequences, including potential dismissal from the college based on the college’s “Two Strike Policy”.

2. **Readers:** The student must ask two faculty members to serve as readers. The faculty member who agrees to be the first-reader will generally work closely and regularly with the student to ensure that the capstone meets the department’s quality standards and to provide guidance during the capstone development. The second-reader will primarily be responsible for reviewing a near-final draft of the essay once the first-reader considers the capstone acceptable. At least one of the readers must be a member of the UC graduate faculty and at least one must be a member of the OBAIS faculty. Generally, a member of the UC graduate faculty is a tenure-track professor with the formal title of Assistant Professor, Associate Professor, or Professor.

3. **Structure:** The capstone must have a cover page with the title of the capstone, the names of the student and the readers. Neither the names nor the title should be in all capital letters. The cover page is followed by an abstract of 100-250 words, and a table of contents. The capstone, including the title page, abstract and table of contents should be between 8 and 15 pages (12-point font, single spaced, 1-inch margins). The content of the capstone should include an introduction, a problem description, a solution narrative, conclusions and references. Figures and tables may be included in the body of the capstone or in appendices. Appendices are not counted against the 15-page limit. Professional standards are expected with respect to rigor, content, organization, English writing, citations, and attention to detail.

4. **Content:** Since the capstone can be a research project or an extension of a course case analysis/project, the content requirements are somewhat different.

   - **Research Project:** The content of the capstone must be substantive in terms of containing technical, quantitative modeling, analysis, or programming/coding aspects, and not simply a survey or exposition of the work of others. Besides figures and tables, the appendices of the essay may also be computer files that contain data, model formulations, computer code, and other supporting materials.

   - **Extension of a Course Case Analysis/Project:** Even if the original Case Analysis/Project was a group effort, the essay must still be an individual effort. The content must extend the original work, and a copy of the original work must also be submitted to the readers. Acceptable extensions can include the application of different modeling methodologies to the same data set to compare results or the use of additional data to generate new insights or confirm original findings.

5. **Process:** Capstone development is an iterative process. The student is expected to communicate frequently with the first-reader during capstone development and allow sufficient time for the revisions needed to bring the capstone to completion. Failure to
communicate often may result in the capstone being rejected.

6. **Grading Scale**: P or F

VI. **Submission Schedule**:
1. Submit the topic in Blackboard no later than one month after the beginning of the semester (February 4).
2. Submit the name of the first-reader in Blackboard at the same time as the topic is submitted (February 4).
3. Submit the name of the second-reader in Blackboard no later than two months after the beginning of the semester (March 4).
4. Submit a final draft of the capstone to the first-reader no later than one month before the end of the semester (March 25).
5. Submit a revised final draft to the second-reader no later than three weeks before the end of the semester (April 1).
6. Send a copy of the approved capstone to the Program Director no later than one week before the semester ends (April 15).
7. Complete the top of the Capstone Evaluation Form and send a copy to each reader. The readers should submit the completed forms to the Program Director no later than one week before the semester ends (April 15).

Note that readers may establish different dates for Steps 4 and 5. Students should discuss these dates with their readers.