

**BANA 7095: Graduate Case Studies
in Business Analytics
Spring 2018**

Instructor:	Dr. Charles R. Sox	Project Manager:	Bill Bresler
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Lectures: Section 001: Mondays, 6:00-7:50pm, 222 Lindner Hall
Section 002: Tuesdays, 6:00-7:50pm, 223 Lindner Hall

Prerequisite: Enrollment in MS-BANA program

Credit Hours: Two (2)

Course Description:

Real organizational problems or challenges will be presented to students by client companies. Students in groups will work with a client to develop a solution or solutions to the problems using advanced analytic techniques. Students will present the solutions to the client in both oral and written reports.

Student Learning Outcomes:

Students will develop knowledge and skills in the application of business analytics to real-world problems, including the ability to

1. Describe, analyze, model, and solve real-world problems;
2. Collaborate with peers, superiors, and clients;
3. Integrate, synthesize, and apply concepts and techniques from other courses;
4. Communicate and interact with diverse clients who have different educational and professional backgrounds; and
5. Explain descriptive, predictive, and prescriptive analysis as well as the underlying data in both written and oral presentations.

Textbook: Cole Nussbaumer Knaflic, *Storytelling with Data*, 2016, Wiley.
ISBN: 978-1-119-00225-3

Communications:

Course materials, homework submissions, announcements, and other communications will be handled through the course page in the Blackboard course management system. Changes to the syllabus, due dates, course requirements or grading requirements will be made as far in advance as possible. The syllabus posted in Blackboard will be updated when there are changes. The only means of direct communication with individual students will be your official UC student email address. You should check your UC email account and Blackboard frequently for important messages and announcements.

Professionalism:

In this course you will be representing 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. It is very important that you maintain a high level of professionalism including appropriate dress, behavior, and communication in all interactions with clients. Keep in mind that the clients are taking time from their busy schedules to participate in this course for your educational benefit. It is your responsibility to invest adequate thought and preparation before any meetings or communications with the client. During your meetings with clients, they are not going to lecture to you. You must be well-prepared with appropriate information, results, and questions for the client. One or more team members should take thorough notes of your meeting or even record it if the client agrees.

Computers, Software, and Data:

Computer usage will be an extremely important part of this course. Students are responsible for maintaining their own computer equipment and also for their own access to any software needed for their assigned project. Students are responsible to abide by any non-disclosure agreement required by the client organization or the University of Cincinnati. Students are also responsible for maintaining the security of any sensitive or proprietary data provided by the client. Computers and external data storage devices should always be kept in a secure location. Computers and other electronic devices should **not** be used in class when someone is speaking or delivering a presentation to the class.

Academic Integrity:

By admission to or attendance at the University of Cincinnati, 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 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. Additional information can be found at: http://www.uc.edu/conduct/Code_of_Conduct.html. 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."

Disabilities:

Students with a disability who need academic accommodations or other specialized services while attending the University of Cincinnati will receive reasonable accommodations to meet their individual needs as well as advocacy assistance on disability-related issues. Students requiring special accommodation must register with the Disability Services Office. <http://www.uc.edu/aess/disability.html>. You should also schedule an appointment with the instructor during the first two weeks of the semester to discuss your requested accommodations.

Campus Closure:

In the event of inclement weather and the university is closed, class sessions will be cancelled, but course assignments and other activities will remain as scheduled in the course syllabus unless otherwise noted on Blackboard by the instructor.

Grading:

Participation/Teamwork	10%
Weekly Status Reports (8)	30%
Proposal	10%
First Progress Report	10%
Second Progress Report	10%
Final Report	30%

Participation and teamwork will be graded based on class attendance, class participation, and evaluations submitted by fellow team members. We will use a pseudo-Agile project management framework to organize the projects. The term will be divided into four three-week sprints. Brief status reports and presentations will be submitted after the first and second weeks of each sprint for a total of 8 status reports. A written project proposal and presentation will be submitted at the end of the first sprint. A written progress report and presentation will be submitted at the end of the second and third sprints, and the final report and presentation will be due at the end of the last (fourth) sprint. Client feedback will be factored into the proposal, progress report, and final report grades if it is provided.

Late Assignment Submissions:

Late assignment submissions will be accepted only under extenuating circumstances and at the discretion of the instructor.

Attendance:

Students are expected to attend all classes and team meetings unless they have an officially excused absence.

Expectations:

1. Students are expected to work on the project between 7 and 10 hours each week, including class meeting time. More time may be required some weeks to meet course and client deadlines.
2. Be in class on time if not early. Be alert and attentive in class. Ask questions.
3. We will frequently host business guests in class, so always dress appropriately for class (business casual).
4. Exhibit professionalism and discipline in your work. All written work should be neat, legible, and clearly organized.

Tentative Schedule:

Any changes to this schedule will be communicated through email and/or Blackboard.

Week	Date	Topic
1	Jan. 8, 9	Client Project Presentations
2	Jan. 16	Course Introduction and Project Kickoff
3	Jan. 22, 23	Sprint 1 – Week 1 Business Analytics Project Management – Erick Wikum
4	Jan. 29, 30	Sprint 1 – Week 2
5	Feb. 5, 6	Sprint 1 Closeout (proposal)
6	Feb. 12, 13	Sprint 2 – Week 1
7	Feb. 19, 20	Sprint 2 – Week 2
8	Feb. 26, 27	Sprint 2 Closeout (progress report)
9	Mar. 5, 6	Sprint 3 – Week 1
	Mar. 12-18	Spring Break
10	Mar. 19, 20	Sprint 3 – Week 2
11	Mar. 26, 27	Sprint 3 Closeout (progress report)
12	Apr. 2, 3	Sprint 4 – Week 1
13	Apr. 9, 10	Sprint 4 – Week 2
14	Apr. 16, 17	Sprint 4 Closeout (final report)



This course aligns with PACE, the Lindner College of Business platform for developing the total business professional.

Professionalism – Students will acquire and refine the soft-skills necessary to effectively lead and perform in business and social situations.

Academics – Students will gain a breadth and depth of knowledge of business functions and general education, developing and applying strong analytical and problem-solving skills.

Character – Students will build a solid base of the mental and cultural competencies necessary to contribute to their organizations, professions, and the global community.

Engagement – Students will understand the importance of commitment to and active participation in experiences valued to their professional fields and for personal growth and development.