MISY 5396 Directed Individual Research: Data Analytics/Data Mining

Spring 2020

Instructor: Dr. Joseph S. Mollick
Office: OCNR 389
Telephone: 361-825-2853
E-mail: joseph.mollick@tamucc.edu
Office Hours: MWF 8-9a.m & MWF 1:00-2:00p.m.

Required Materials:
Textbook Required
“Data Mining for Business Analytics: Concepts, Techniques, and Applications with XLMiner” by Galit Shmueli, Peter C. Bruce, Nitin R. Patel. Publisher: Wiley; 3rd edition (October 26, 2016)

ISBN-10: 1118729277
Earlier editions will NOT work.

Articles
1. “Big Data, Analytics and the Path From Insights to Value,” by Steve LaValle, Eric Lesser, Rebecca Shockley, Michael S. Hopkins, Nina Kruschwitz HBS SMR372-PDF-ENG.
3. Other articles and or cases will be added to this list by groups of students and the instructor.

Prerequisites:
MISY 5325 Software Based Business Solutions or its equivalent
ORMS 5310 Statistical Decision Analysis or its equivalent

Course Description:
In the information age, organizations can and do collect massive amounts of data. Yet organizations are often "data rich" but "information and knowledge poor". This course is designed to prepare business professionals who, by using analytical methods and data mining and data visualization tools, will be able to harness the potential of data by extracting business intelligence that can be used to improve decisions and operations at various points in the value chain.
**Learning Objectives:**

By the end of this course, the students will be able to:

1. Define and understand data warehousing and its potential for business intelligence (BBA Goal 3, Objectives 1, 2 and 3; BBA Goal 2, Objectives 1, 2 and 3)
2. Be able to use data mining techniques to extract business intelligence from data (BBA Goal 3, Objectives 1, 2 and 3; BBA Goal 2, Objectives 1, 2 and 3)
3. Be able to create value by analyzing data using data mining and visualization software (BBA Goal 3, Objectives 1, 2 and 3; BBA Goal 2, Objectives 1, 2 and 3; BBA Goal 1, Objectives 1 and 2)
4. Be familiar with major data mining software packages (BBA Goal 1, Objectives 1 and 2)
5. Learn to extract data from various organizational sources such as databases, data warehouses, data marts, data cubes, Excel workbooks and others. (BBA Goal 2, Objectives 1, 2 and 3)
6. Develop data mining applications for various functional areas of an organization (BBA Goal 2, Objectives 1, 2 and 3)
7. Understand the potential impact of business intelligence applications in an organization (BBA Goal 2, Objectives 1, 2 and 3; BBA Goal 4, Objectives 1 and 2)

**Instructional Methodology:**

Lecture, group discussions and hands-on use of computers in the classroom.

**Relationship to Other Course work:**

Data warehousing and data mining can help extract patterns, trends, relationships among variables and insights that can help improve decisions and operations in all functional areas of an organization. To that end this course draws on students' knowledge from courses in management, marketing, operations, finance, accounting, and human resources management, to build applications that can help an organization achieve its goals. This course directly builds on students' knowledge in business database management, statistical decision analysis and software-based business solutions.

**Oral and Written Communication Content:**

Class discussions, presentations, discussion forums, quizzes, written reports on statistical analyses of data, research papers as well as major examinations will provide an opportunity for evaluating each student’s performance in oral and written communication.

**Technology Applications:**

The student is expected to have a good working knowledge of Excel and Access. Basic knowledge of statistics and skills with statistical software tools are expected of each student. This course heavily depends on database technology, electronic spreadsheets and statistical software, and as such it is not for students that are challenged in the area of information technology.
**Ethical Perspectives:**
Ethical issues and practices of firms, their social responsibility and environmental stewardship will be discussed as they relate to data warehousing, data mining, decision making and management of business organizations.

**Global Perspectives:**
In today's world, customers, retailers, suppliers and manufacturers are linked globally via computers and communication networks. Data warehousing and data mining solutions will be presented as useful and valuable for all organizations operating locally or globally.

**Demographic Diversity Perspectives:**
Presentations, discussions, cases, research projects and data mining exercises will show how practices in the area of data warehousing and data mining for business intelligence present opportunities for all individuals and all organizations.

**Political, Social, Legal, Regulatory, and Environmental Perspectives:**
Examples from other countries will be discussed to compare data warehousing, data mining and business intelligence applications, philosophies and approaches in different countries, societies and legal and regulatory environments. Behavioral and ethical implications of data management procedures and their impact on users will be discussed.

**Performance Evaluation and Grading:**

<table>
<thead>
<tr>
<th>Assessment Item</th>
<th>Points</th>
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<tbody>
<tr>
<td>Data Mining Project 1</td>
<td>300</td>
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<tr>
<td>Data Mining Project 2</td>
<td>300</td>
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<tr>
<td>1 Research paper x 200</td>
<td>400</td>
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<tr>
<td>Total</td>
<td>1000</td>
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Detailed guideline for each discussion, data mining case and research paper requirements are given in a separate document posted in the content folder in Blackboard.

All course material is considered for exam questions--all assigned readings whether discussed in class or not and all material presented in video lectures and online discussion forums whether covered in assigned readings or not. No make-up exam will be given. A letter grade will be determined based on the total points earned, as follows:
A: A total of 900 or more.  B: A total of 800-899.5.  C: A total of 700-799.5  D: A total of 600-699.5. F: A total of less than 600.

**Late Policy:**
Keep track of the due dates for assignments. You may do the assignments before the due date. No excuse for late work will be considered. If not done by the due date, they will automatically receive a grade of zero.

**Attendance Policy:**
In order to achieve the objectives of this course, students are expected to participate in all class activities through discussion forums and other tools. There will be no make-up exams.
Dropping a Class:
I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with me before you decide to drop to be sure it is the best thing to do. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. Observe the last day to drop a class with an automatic grade of “W” this term. April 10 is the last day to drop a class.

Classroom/Professional Behavior:
Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.

Academic Honesty:
This course, and all other courses offered by the College of Business (COB), requires all of its students to abide by the COB Student Code of Ethics (available online at www.cob.tamucc.edu). Provisions and stipulations in the code are applicable to all students taking College of Business courses regardless of whether or not they are pursuing a degree awarded by the COB.

Grade Appeals:
As stated in University Rule 13.02.99.C2, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Rule 13.02.99.C2, Student Grade Appeals, and University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html. For assistance and/or guidance in the grade appeal process, students may contact the Office of Student Affairs.

Disabilities Accommodations:
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

<table>
<thead>
<tr>
<th>Summary of Topical Coverage</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Data Mining for Business Intelligence (BI) and Big Data</td>
<td>1</td>
</tr>
<tr>
<td>Data Warehousing for Business Intelligence</td>
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<tr>
<td>Virtual Data Warehouse</td>
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<td>Data Exploration and Dimension Reduction</td>
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<td>Data Visualization (using XLMiner, Spotfire)</td>
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<tr>
<td>Evaluating Classification and Predictive Performance</td>
<td>2</td>
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<tr>
<td>Prediction and Classification Methods</td>
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<tr>
<td>Multiple Linear Regression</td>
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<tr>
<td>Logistic Regression</td>
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<td>Discriminant Analysis</td>
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<tr>
<td>Student Projects</td>
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<td>Research</td>
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<td><strong>Total</strong></td>
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