



Course BUAN6335.501/SYSM6335.501
Professor Ravi Narayan
Term Fall 2016
Meetings Thursday : 7:00pm-9:45pm JSOM 1.117

Professor's Contact Information

Office Phone 972-883-5999
Office Location JSOM 3.805
Email Address r.narayan@utdallas.edu
Office Hours Wednesday 5pm-6pm
Other Information Please send me an email if you would like to discuss class-related topics outside office hours to set up a mutually convenient time and meet on-campus
TA Kalpen Patel kxp154230@utdallas.edu

General Course Information

Pre-requisites, Co-requisites, & other restrictions -

Course Description The course develops conceptual understanding of business analytics and key business drivers that lead to business initiatives. The course takes a systems and organizational approach and examines how decision-makers in key functional areas of an enterprise rely on business analytics, how they develop analytical techniques, and how key roles are played by business analytics professionals. The course also emphasizes developing the business case for analytics through defining and executing strategy and addresses how to successfully integrate analytical processes, technologies, and people in all aspects of business operations.

The objectives of the course are to:

Learning Outcomes

- a. Understand key drivers for business analytics in enterprises
- b. Understand people, process, technology and methods perspectives for developing analytical systems and capabilities

Required Texts & Materials

- 1. Presentations and Notes posted on eLearning course site
- 2. [Harvard Business Publishing CoursePack](http://cb.hbsp.harvard.edu/cbmp/access/51942062)
(<http://cb.hbsp.harvard.edu/cbmp/access/51942062>)

Assignments & Academic Calendar

The following is a tentative schedule, which I will try to follow as closely as possible. Any changes that become necessary will be announced in class and posted in eLearning course site.

Time Period	Topics Covered
Aug 25 – Sept 29	Big Data and Systems for Business Analytics
Oct 6 – Nov 17	Organizational Aspects of Business Analytics
Week of Nov 22	Break
Dec 1	Panel Discussion and Review
Dec 8	Final Case Study Review and Closing Thoughts

Course Policies

Grading Criteria

<i>Case Study – Analytical Methods</i>	<i>32 points</i>
<i>Case Study – Building Analytical Capabilities</i>	<i>32 points</i>
<i>Quiz – Big Data and Analytics</i>	<i>15 points</i>
<i>Quiz – Organizational Aspects of Business Analytics</i>	<i>15 points</i>
<i>Attendance and Class Participation</i>	<i>6 points</i>
<i>TOTAL</i>	<i>100 points</i>

Grade Scale

Scaled Score	Letter Equivalent
>= 93	A
>= 90.0 and < 93	A-
>= 87 and < 90	B+
>= 83 and < 87	B
>= 80 and < 83	B-
>= 77 and < 80	C+
>= 73 and < 77	C
Less than 73	F

Course Policies

Make-up Exams	No make-up tests will be offered except on medical grounds. You will be required to provide necessary documentation.
Extra Credit	None
Late Work	All assignments are to be submitted via eLearning. Late submissions can be submitted up to 24 hours after the deadline. Assignments submitted within 24 hours after the due date/time will be subject to a 25% penalty. No late submissions will be accepted 24 hours after the deadline.
Special Assignments	None
Class Attendance	6 percentage points are awarded for attendance. Students are expected to come to class on time and stay for the entire class duration. Students are also expected to actively discuss their viewpoints in class, participate in online discussions and make presentation(s) in class.

Class Attendance	Class attendance and participation will be 10% of the grade – students are expected to actively discuss their viewpoints in class, participate in online discussions and make presentation(s) in class.
Classroom Citizenship	<p>Meaningful Class Participation: You are expected to actively participate in the discussion of readings, contribute to the learning experience of the class, and meaningfully contribute to all group project work. A peer evaluation will be performed to assess group project participation.</p> <p>Respect and Dignity: At UT Dallas we appreciate and foster the many advantages that come from working in a diverse community where everyone is treated equitably, with dignity and respect. The University of Texas at Dallas is committed to providing an educational, living and working environment that is welcoming, respectful and inclusive of all members of the university community. An environment that is free of discrimination and harassment allows members of the university community to excel in their academic and professional careers. To that end, to the extent provided by applicable federal and state law, the University prohibits unlawful discrimination against a person because of their race, color, religion, sex (including pregnancy), national origin, age, disability, genetic information, or veteran status. The University's commitment to equal opportunity extends its nondiscrimination protections to include sexual orientation, gender expression and gender identity.</p> <p>Students are expected to recognize and respect a diversity of backgrounds and opinions among their fellow students. They should demonstrate respect for all students as an individual, recognizing that students may bring differing backgrounds, opinions and insights into the classroom.</p>
eLearning	eLearning will be used for class content (e.g., class slides and assignment descriptions) and the recording of grades. Slides will be posted in eLearning before class is held. Class announcements (e.g., change in assignment dates) will be sent to the student email on record in eLearning. It is the students' responsibility to regularly check their UT Dallas email accounts.
Instructor Response Policy	The instructor will respond to all student inquiries (emails, voice messages, etc.) within 48 hours (excluding holidays and weekends).
Scholastic Honesty	<p>The University is committed to academic excellence and expects academic honesty from all members of the University community and believes that it is essential for academic excellence and integrity. Academic honesty includes adherence to guidelines established by the instructor in a particular course for both individual and group work. It prohibits representing the work of others to be one's own (plagiarism); receiving unauthorized aid on an assignment (cheating); and using similar papers or other work products to fulfill the obligations of different classes without the instructor's permission. Penalties for academic dishonesty may include a grade of "F" on the work in question or for the course. In addition, any student engaged in academic dishonesty will be subject to disciplinary action. Please refer to the UT Dallas Syllabus Policies and Procedures website (see below) for detailed information pertaining to academic dishonesty, including procedures for determining disciplinary action.</p> <p>All students are expected to maintain a high level of responsibility with respect to academic honesty. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since such dishonesty harms the individual, all students and the integrity of the University, policies on scholastic dishonesty will be strictly enforced.</p>
Course Evaluation	As required by UTD academic regulations, every student must complete an evaluation for each enrolled course at the end of the semester. An online instructional assessment form will be made available for your confidential use. A

	link to an online instructional assessment form will be emailed to you for your confidential use.
Comet Creed	<p><i>This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same:</i></p> <p><i>“As a Comet, I pledge honesty, integrity, and service in all that I do.”</i></p>
UT Dallas Syllabus Policies and Procedures	<p><i>The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus. Please go to http://go.utdallas.edu/syllabus-policies for policies regarding</i></p> <ul style="list-style-type: none"> • <i>Technical Support</i> • <i>Student Conduct and Discipline</i> • <i>Academic Integrity</i> • <i>AccessAbility Services and Disability-Related Accommodations and/or Services</i> • <i>Class Attendance</i> • <i>Copyright Notice</i> • <i>Email Use</i> • <i>Field Trip Policies, Off-Campus Instruction and Course Activities</i> • <i>Incomplete Grade Policy</i> • <i>Religious Holy Days</i> • <i>Resources to Help You Succeed</i> • <i>Student Grievance Procedures</i> • <i>Withdrawal from Class</i>

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.