

Course Code: 3KE3

Course Name: Management of Enterprise Data Analytics

Term: Fall 2020

COURSE OBJECTIVE

This course aims to provide students with in-depth look at specific underlying technologies, and real-world issues related to firm value generation through the use of data analytics tools. The course provides several opportunities to explore and understand management of enterprise data analytics through several hands-on-activities, the analysis of case examples, and discussions.

INSTRUCTOR AND CONTACT INFORMATION

Name: Maryam Ghasemaghaei

E-Mail: ghasemm@mcmaster.ca

Class Times: CO1- Monday 2:30pm-3:20pm
CO2- Monday 9:30am-10:20am
CO3- Monday 11:30am-12:20pm

Virtual Office Hours: TBD

COURSE DELIVERY

LEARNING ACTIVITIES	DELIVERY	DESCRIPTION	TOOL(S)
Live Lectures	Synch	1hr. live lecture led by the instructor; opportunity to elaborate on content, class discussions	Zoom Every week during class time
Self-Study	Asynch	Various multimedia learning materials (e.g., pre-recorded video of lectures in support of the assigned book chapters)	Avenue to Learn Self-paced
Virtual Tutorials	Asynch & Synch	Pre-recorded video of the tutorials and also Live sessions led by Teaching Assistants	Avenue to Learn & Zoom

EVALUATIONS	WEIGHT	DESCRIPTION
Midterm (Online)	20%	Covers material from BOTH lectures and textbook chapters 1,2,3, and 4 only. This is a closed book exam and will be comprised of multiple choice & true/false questions.
Final Exam (Online)	25%	Covers material from BOTH lectures and textbook chapters 5,6,7, and 8 only. This is a closed book exam and will be comprised of multiple choice & true/false questions.

Hands-on Assignment 1	10%	<p>“Tableau” Assignment.</p> <p>This is an individual assignment. More details will be made available on AVENUE once the assignment is released.</p>
Hands-on Assignment 2	10%	<p>“JMP” Assignment.</p> <p>This is an individual assignment. More details will be made available on AVENUE once the assignment is released.</p>
Hands-on Assignment 3	10%	<p>“Excel: Pivot Table” Assignment.</p> <p>This is an individual assignment. More details will be made available on AVENUE once the assignment is released.</p>
Hands-on Assignment 4	10%	<p>“Excel: prescriptive analytics” Assignment.</p> <p>This is an individual assignment. More details will be made available on AVENUE once the assignment is released.</p>
Class Participation	15%	<p>Students are encouraged to engage actively in class discussions (1.hr Synch session per week) related to the material being presented by the instructor and TAs.</p>