BUAD 605-01 MSCA Analytics Practicum

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Meetings and Presentations are outlined in Scope Document

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**OBJECTIVE/COURSE DESCRIPTION:** The Analytics Practicum for the Master of Science in Customer Analytics (MSCA) Program is the required capstone course for our Candidates. The coursework and applications are in partnership with the business community to solve for relevant project objectives that utilize real data and leverage Statistical and Desktop applications.

**TEXT**
No text book is required

**WORK HOURS EXPECTATION**
The Analytics Practicum is a hands-on assignment that serves as a proxy to a Full-Time Internship but designed for students that already are employed Full-Time. It is expected, on average, your effort should be around **10 hours/week** logged with the client and project. Excessive time should be reported to your Instructor immediately. This expectation has been established and shared with our business partners already.

**SUPPORTING ACADEMIC AND OVERALL HONESTY**
The work you do is assumed to be your own. Please review the university guidelines regarding academic honesty.

**OFFICE HOURS**
As Needed. Please note that Prof. Beck will be leading BUAD 688-WS1 and in Israel May 18-29 and on VAC in Greece June 3-17. I can be reached using my mobile or through Skype if needed during those times. Backup faculty support will be identified and made available for you while he is outside of the US.

**COURSE OBJECTIVES**
1. Immerse the Candidate in Problem-Solving and Solutions Development for Business Partner approved by the MSCA Program Director
2. Review, Evaluate, and Use select Statistical (SAS, SPSS, R-Programming, JMP, etc.) and Desktop (Excel, Access, etc.) applications to define and solve for opportunities as agreed-to by the Business Partner and approved by the MSCA Program Director
3. Increase visibility of Project Requirements, Goals, Solutions, etc. Processes through the submission and approval of a Project Scope document within the required timeline
4. Formal Presentation of Solution Journey with MSCA Faculty and Business Partner

Characteristics of the Ignatian vision are:
- “See life and the whole universe as a gift calling forth wonder and gratefulness.”
- “Gives ample scope imagination and emotion as well as intellect.”
- “Seeks to find the divine in all things --- in all peoples and cultures, in all areas of study and learning, in every human response…”
- “Cultivates critical awareness of personal and social evil, but points to God’s love as more powerful than any evil.”

LEARNING GOALS – WILLIAMS COLLEGE OF BUSINESS: UNDERGRADUATE PROGRAM

• **Critical Thinking**
  *Learning Goal*: WCB graduates will be able to think logically, reason quantitatively, and utilize appropriate analytical techniques and technology when evaluating and making decisions.
  *Corresponding Objectives*:
    - (1) WCB students will collect, evaluate and synthesize information to offer solutions and support decision making.
    - (2) WCB students will evaluate and articulate implications of business decisions and their impact on organizational stakeholders, both individually and in teams.

• **Ethics and Social Responsibility**
  *Learning Goal*: WCB graduates will be able to recognize ethical issues, discern moral implications of decision making, and be prepared, and willing, to serve as responsible and professional members of society.
  *Corresponding Objectives*:
    - (1) WCB students will recognize ethical issues and their implications on personal and business decisions.
    - (2) WCB students will demonstrate the skills necessary to analyze information and make informed, ethical decisions in complex, conflicting or ambiguous environments or situations.

• **Effective Written and Oral Communication**
  *Learning Goal*: WCB graduates will be able to organize, support and communicate ideas clearly and effectively, employ multiple mediums of communication (e.g., written, oral and visual), and adapt communication to audience, context or purpose.
  *Corresponding Objectives*:
    - (1) WCB students will produce business documents and reports demonstrating their ability to organize and communicate ideas clearly and professionally.
    - (2) WCB students will make effective presentations, accompanied by the appropriate technology, demonstrating their ability to organize and communicate ideas clearly and professionally, both individually and in teams.

• **Global Perspective and Cultural Diversity**

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1 Taken from “Do You Speak Ignatian,” by George Traub, S.J., Ph.D., Xavier University
Learning Goal: WCB graduates will appreciate the historical and cultural contexts of the world in which they live, demonstrate the competencies required for engaging in global business activities, and respect and value diverse peoples and perspectives.

Corresponding Objectives:

- (1) WCB students will identify and contrast key attributes of countries’ business environments.
- (2) WCB students will evaluate and integrate global economic, political, technological, environmental and societal issues into their decision making.
- (3) WCB students will integrate the concepts of respect, inclusiveness and valuing all persons into their decision making.

Understanding and Application of Knowledge Across Business Disciplines

Learning Goal: WCB graduates will be able to evaluate business from an integrative and holistic point of view, leverage the synergies between functional business areas, and demonstrate college-level mastery of their chosen discipline.

Corresponding Objectives:

- (1) WCB students will demonstrate the appropriate knowledge of accounting, economics, finance, management, management information systems, marketing, quantitative business analytics, international issues, and the legal and social environment of business.
- (2) WCB students will evaluate business problems from an integrative point of view, including diverse business functions, competition and external environment (social, political, economic, and environmental.)
- (3) WCB students will demonstrate college-level mastery of the body of knowledge and skills relative to their major. (To be determined at the departmental level.)

Personal and Professional Development

Learning Goal: WCB graduates will be well-prepared for their future careers and appreciate the importance of continuous professional development and life-long learning.

Corresponding Objective:

- WCB students will articulate career goals, prepare a professional resume, demonstrate behavior-based interviewing techniques and develop a professional network.

GRADING CRITERIA

Grades are weighted by the following:

- 30% - Submission and Approval of Scope Document
- 50% - Solution Submission and Evaluation
- 20% - Project Feedback from Business Partner/Client

GRADE LEVELS

Final grades will be calculated as follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93 – 100.0%</td>
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<tr>
<td>A-</td>
<td>90 – 92.9%</td>
</tr>
<tr>
<td>B+</td>
<td>87 – 89.9%</td>
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<tr>
<td>B</td>
<td>83 – 86.9%</td>
</tr>
<tr>
<td>B-</td>
<td>80 – 82.9%</td>
</tr>
<tr>
<td>C+</td>
<td>78 – 79.9%</td>
</tr>
<tr>
<td>C</td>
<td>75 – 77.9%</td>
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<td>F</td>
<td>Below 75%</td>
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</tbody>
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I reserve the right to calibrate grading based on observed demonstrated effort including peer

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feedback and other observations. **Grading is at the SOLE discretion of the Instructor.**

Please be aware that your Final Grade in Canvas should be interpreted as *directional*. I manually calculate each score using the weights outlined in the Grading Criteria. Canvas is imprecise in the Final Score calculation and also doesn’t incorporate Peer Feedback and other metrics.

**SCHEDULE OF EVENTS for BUAD 605-01, Summer 2017**

**PLANNED COURSE CALENDAR (* weeks starting)**

May 15, 2017: Situation Assessment and Problem Identification with your client, Practicum Kickoff Meeting with Instructor via Xavier Zoom: [https://xavier.zoom.us/j/4860879887](https://xavier.zoom.us/j/4860879887)

May 22, 2017: Scope Document Preparation

May 29, 2017: Submission of Scope Document for Approval from MSCA Program Director, Skype Video Conference with Scott Beck (sbeck105) or Xavier Zoom


June 12, 2017: Review of Client Data to Assess Information Needs, Data Prep and Cleansing

June 19, 2017: Revised/Final Submission of Scope Document for Approval from MSCA Program Director, Continue Data Prep and Cleansing

June 26, 2017: Model Development and Findings Discovery Process

July 3, 2017: Deliverables Preparation – Client Check-In

July 10, 2017: Deliverables Preparation

July 17, 2017: Deliverables Preparation

July 24, 2017: Deliverables Preparation – Client Check-In

July 31, 2017: Internal Stakeholder Update with MSCA Faculty, Findings, Resource Requirements

Aug 7, 2017: Final Project Deliverable to Client