

MBAD7090-U01 / DSBA6100-U01 / ITCS6100-U01
Competitive Advantage with Big Data Analytics
Spring 2017

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Research Articles:

<https://scholar.google.com/citations?user=8315V2QAAAAJ&hl=en>

About/Brief Bio: <https://www.linkedin.com/in/mktgtheory>

Spring 2017 office hours: M 12:30-1:15pm @ main campus with advanced notice or at other days/times and CCB location by appointment.

Teaching Assistant: contact information will be posted online when it becomes available.

Class Sessions:

Tuesdays 12:00pm to 2:45 pm, Room 501 Center City Building (CCB)

Course Description: This course provides an introduction to the use of big data analytics as a strategic resource in creating competitive advantage for businesses. A focus is placed on integrating the knowledge of analytics tools with an understanding of how companies could leverage data analytics to gain strategic advantage. An emphasis is placed on developing the ability to think critically about complex problems/questions in real world data science and business analytics (DSBA) challenges.

Course Objectives

1. Understand a number of potential roles of big data analytics in organizational strategy and, via critical thinking, recognize how and when organizations might leverage complex data to gain competitive advantage and acquire insights.
2. Gain an introductory knowledge of data science and business analytics tools and techniques that unicorns, citizen data scientists, or analysts might use to extract intelligence and value from data.

3. Acquire initial practice of applying analytics tools and techniques to reveal business opportunities and threats.
4. Using actual business cases/examples, develop data-enhanced strategies that enhance stakeholder relationships, open new market opportunities, and/or better position the organization for competitive advantage during industry transition.

Instructional Method: Lectures, videos, seminar style case discussions, and guided computer software instruction. Students should bring laptops with them to class for hands-on exercises. Instructions will be given in class on the first day on how to access Citrix for software usage.

Credit Hours: This is a 3 credit hour course.

Readings & Required Textbooks: There are no required purchased textbooks for this class. Required readings will be posted online. Supplemental optional references will also be posted online.

Grading: The final grade will be determined on the following weights:

Weekly Exercises	150 points	15%
Exam 1	250 points	25%
Exam 2	250 points	25%
Exam 3	250 points	25%
Term Project	100 points	10%
Total	1000	points

100%

Final letter grades will be based on the following totals:

900 and above	A (Superior Performance)
750-899.99	B (Good Performance)
600-749.99	C (Average Performance)
Less than 600	U (Unsatisfactory)

Portions of the following paragraph are from the University's *Policies and Procedures for Appeals of Final Course Grades*; for more information, see <http://legal.uncc.edu/policies/GradeAppeal.html>):

Final letter grades are not curved. Determination of final course grades and policies and procedures regarding grades is the responsibility of faculty, not students. Thus, grading policies, procedures, and scales in your courses at UNC

Charlotte are not open to debate, negotiation, or appeal. It is inappropriate for a student to contact a faculty member in class or out of class an attempt to influence the faculty member's determination of course grades. This includes, but is not limited to, asking the faculty member to raise the student's grade for any reason—this includes but is not limited to need, effort, time spent at work, prior courses, and other circumstances. However, if you believe your final course grade assigned by the instructor was the result of a clear and material mistake in calculating or recording grades, you should contact the instructor, who will explain how the grade was determined. Your inquiry to the instructor should occur as soon as possible after the formal grade report is received. If you are unable to resolve the grievance through consultation with the instructor, a written request for review of the course grade may be submitted to the Chair of the Department in which the course was taught. Requests for review must be submitted within the first four weeks of the next regular academic semester.

Exams: Tentative exam dates are listed on the tentative course calendar at the end of the syllabus. More details will be shared in class during the first class session of the semester.

Term Project: The term project is described in detail in a separate document posted online and discussed during the first class session.

Attendance: Regular, on-time class attendance is required. There are no excused absences in the course regardless of reason; any requests will be ignored or denied. Understanding that at times emergencies, sickness, or unplanned career or university opportunities arise that make it difficult or not possible to attend class, the first 3 absences during the semester are ignored (however students must get with other students to learn what material was covered—the instructor will not meet with students to cover missed material). The 4th week absence (this means 4 of 14 weeks) will result in a 10% reduction in overall course grade. The 5th week absence will result in an additional 5% reduction beyond the first reduction. The 6th week absence will result a grade of U, regardless of other scores earned in the class. If you cannot regularly attend the class please drop the class so others on the waitlist who want to attend the class can enroll in it.

Attendance is taken at each of the class sessions at the beginning of class. The attendance roll will be at the front of the classroom each live class. There will be a pen there for you to initial it. It will be put away at 12:10 and no signatures can be

added after that time. If you take public transportation from the main campus to reach CCB, make sure you pick a bus time that lets you be in the class by 12pm. If that is not possible, you should take the class at a different time or different semester.

Civility: Students are encouraged to actively appropriately share their views in class discussions; the vigorous debate of alternative ideas is an important part of advancing scientific knowledge and society. The University strives to create a robust intellectual environment that values social and cultural diversity, free expression, collegiality, integrity, and courtesy in discussions. It is important that all of these elements are jointly included and balanced as we spend significant time engaged in critical review of real world examples of branding and new product ideation related topics. The instructor will encourage everyone to consider how they can recognize, promote, and celebrate diversity that is beneficial to both employers and society at large. The instructor will end discussion as needed to keep discussion from become too heated, off topic, or going over time, etc. Violations of UNCC Policy 406, Code of Student Responsibility, including vulgar or offensive language, depictions, graphics, or behaviors can result in a significant decrease in course grade.

Academic Integrity/Honesty: Students have the responsibility to know and observe the requirements of The UNC Charlotte Code of Student Academic Integrity available online at <http://legal.uncc.edu/policies/up-407>.

This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work without authorization, plagiarism (which includes viewing others work without instructor permission), abuse of academic materials, and complicity in academic dishonesty.

This forbidding includes sharing/copying work between individuals or teams without permission of instructors. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor, and are binding on the students. Students who violate the code can be expelled from UNC Charlotte. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases the course grade is reduced to failing. Students are expected to report cases of academic dishonesty to the course instructor.

Other Information

Students are responsible for all announcements made in class and on the class online resources. Students should check the online class resources throughout the semester. It is the students' responsibility to make sure that their email addresses are accurate.

The instructors will discuss grades only in person and only with the student; student e-mails other than related to scheduling appointments may not be answered by the instructor.

Office hours are to be used to discuss class materials and other university related questions. They are not to be used to solicit feedback on non-university related projects/topics/work.

Class related questions should be asked during classes if possible to permit class discussion. If time doesn't permit it, then those questions should be asked during office hours with notice or by other scheduled appointments. Emailed questions will often be answered during the next live class session or online so they entire class can benefit from it. Questions that can be answered by reading the syllabus or other posted instructions are not answered.

The instructors may modify the class schedule and all content in the syllabus during the course of the semester.

By attending class beyond the first week, students agree to follow the framework and rules related to this course.

Tentative Course Calendar

Week	Tentative Topics
10-Jan	Introductions, Foundations, and Clarifications
17-Jan	Critical Thinking for Complex Problems
24-Jan	Organizational Strategy and Big Data
31-Jan	Competing on Analytics and Understanding Sources of Competitive Advantage
7-Feb	With Big Data Comes Big Responsibilities and Methodological Implications of Epistemology
14-Feb	Exam 1 (covers 10-Jan to 7-Feb)
21-Feb	Right Data vs. Big Data
28-Feb	Data, Big Data, and Measurement Theory
7-Mar	<i>University Spring Break</i>
14-Mar	Big Data Janitor Work, Data Fusion, and Parsimonious Modeling
21-Mar	Competitive Advantage via Linear Regression Models of Consumer Decisions + Big Data Considerations
28-Mar	Competitive Advantage via Market Segmentation and Classification Analysis + Big Data Considerations
4-Apr	Competitive Advantage via Big Data Insights from NP Hard Models + Bayesian Modeling + Other Tools and Arctophily
11-Apr	Exam 2 (covers 21-Feb to 28-Mar)
18-Apr	Improving Strategic Insights with Data Visualization Best Practices
25-Apr	Real Time Flow Visualization, Velocity, and Marketing Dashboards
2-May	Storytelling of Business Narratives with Data Visualizations to Drive Organizational Change
9-May	Exam 3 (cover 4-Apr and 18-Apr to 2-May)