

#### GENERAL FACULTY MEETING AGENDA | FRIDAY, SEPTEMBER 21, 2018 | 2:00PM | HOUGH 120

- 1. The August 24, 2018 General Faculty Meeting Minutes is presented for approval by the faculty.
- 2. Graduation changes
- 3. Other Business
- 4. Dean's Report

GRADUATE FACULTY MEETING AGENDA | FRIDAY, SEPTEMBER 21, 2018 | 2:00PM | HOUGH 120 (Immediately following the General Faculty Meeting)

- 1. The August 24, 2018 Graduate Faculty Meeting Minutes is presented for approval by the faculty.
- 2. The Specialized Masters Committee approves of and presents to the faculty the following:
  - 1. Prerequisite Changes
  - ISM6215 (Database I)
    - Current Prerequisite: ISM6129
    - Proposed prerequisite: ISM6128

**Rationale**: Almost all data modeling concepts are covered in ISM6128. ISM6129 covers Object Oriented Modeling concepts, that are relevant but not directly related to relational database concepts and SQL.

#### • ISM6405 (Business Intelligence and Analytics)

- Current Prerequisite: ISM6216 (Database II)
- Proposed Prerequisites:ISM6215 (Database I), QMB6358 (Statistics)

**Rationale**: Concepts covered in ISM6405 requires basic knowledge of databases, data extraction and manipulation, and statistics. These concepts are covered in ISM6215 and QMB 6358.

#### 2. MACC/ISOM Minor ( see https://warrington.ufl.edu/academics/certificates-and-minors/information-systems-andoperations-management-minor/) - instead of 10 fixed credits now the minor will involve 6 core credits and 4 elective credits from a variety of choices (4 out of 10 credits for electives).

#### Current

ISM 6128 – Advanced Business Systems Design and Development I (2 credits), Prereq: None

- ISM 6129 Advanced Business Systems Design and Development II (2 credits), Prereq: C grade or better in ISM 6128
- ISM 6215 Business Database Systems I (2 credits), Prereq: C grade or better in ISM 6129
- ISM 6222 Business Telecom Strategy and Applications I (2 credits), Prereq: none

ISM 6223 – Telecom Strategy and Applications II (2 credits), *Prereq: C grade or better in ISM6222* (Note – ISM6223 is no longer regularly offered. We have approved QMB6358 or ISM6216 as substitutes until a new curriculum is approved to accommodate students that are graduating. These two courses will also be electives in the proposed Minor.)

#### Proposed (Effective Fall 2019)

#### Core - Required (6 credits)

ISM 6128 – Advanced Business Systems Design and Development I (2 credits), Prereq: None ISM 6215 – Business Database Systems I (2 credits), Prereq: C grade or better in ISM 6129 ISM 6222 – Business Telecom Strategy and Applications I (2 credits), Prereq: none

#### Electives (4 credits) - Two of

ISM6129 – Advanced Business Systems Design and Development II (2 credits), Prereq: C or better in ISM6128
 ISM6216 – Business Database Systems II, Prerequisite: C or better in ISM6215
 ISM6405 – Business Intelligence, Prerequisite C or better in ISM6216 → (Note that if the above changes are approved, the new prerequisites will be ISM6215, QMB6358).
 QMB6358 – Statistical Analysis for Managerial Decisions, Prerequisite: none
 ISM 6562 – Data Presentation and Visualization, Prerequisite: C or better in ISM6215

**Rationale**: There are two main reasons. First, ISM6223 will not be offered as a core course anymore. If it stays in the Minor it might delay graduation for some of these students (we may or may not offer it every year). There is increased emphasis on Data Analytics in the Accounting profession. The new curriculum for the Minor will allow MACC students to sample Business Intelligence and Analytics track courses (more of a Data Analytics Minor). The students can almost replicate the old Minor curriculum by taking ISM6129 and ISM6216 which is more of an IT Minor.

- 3. Other Business
- 4. Dean's Report



## GENERAL FACULTY MEETING MINUTES | FRIDAY, AUGUST 24, 2018 | 3:00PM | HOUGH 120

- 1. A motion was made to approve the February 28, 2018 General Faculty Meeting Minutes. The motion was seconded and the faculty voted to approve the minutes as presented.
- 2. A motion was made to approve the Proposal for a Minor in Professional Selling through the Marketing Department. The motion was seconded and the faculty voted to approve Minor as presented.
- 3. Other Business none
- 4. Dean's Report none

A motion was made to adjourn the general faculty meeting. The motion was seconded and the meeting adjourned.

## GRADUATE FACULTY MEETING MINUTES | FRIDAY, AUGUST 24, 2018 | 3:00PM | HOUGH 120 (Immediately following the General Faculty Meeting)

- 1. A motion was made to approve the February 28, 2018 Graduate Faculty Meeting Minutes. The motion was seconded and the faculty voted to approve the minutes as presented.
- 2. Other Business none
- 3. Dean's Report none

A motion was made to adjourn the graduate faculty meeting. The motion was seconded and the meeting adjourned.

Attendance: Selcuk Erenguc, Steve Tufts, Brian Ray, Gary McGill, Rachel Slivon, Fiona Barnes, Erica Studer-Byrnes, John Gresley, Alex Settles, Haldun Aytug, Joe Alba, Rich Lutz, Alex Sevilla, Robert Thomas

# ISM 6215 - Business Database Systems I

Course: ISM6215, Sections: 071A, 2192 Instructor: Anuj Kumar Office hours: TBD STZ 337 Class Room: STZ 101 Email: akumar1@ufl.edu

#### **RECOMMENDED TEXTS**

Modern Database Management, 11<sup>th</sup> (or 10<sup>th</sup>) Edition, Jeffrey A. Hoffer, V. Ramesh, and Heikki Topi, Prentice Hall. (ISBN 978-0-13-266225-3)

Database Concepts, 6<sup>th</sup> Edition, David M. Kroenke and David J. Auer, Pearson. (ISBN 0-13-274292-6)

Fundamentals of Database Management, 2<sup>nd</sup> Edition, Mark Gillenson, John Wiley & Sons. (ISBN 978-0-470-62740-8).

#### **COURSE DETAILS**

This is a basic database course that covers three major parts; (1) database environment and development process, (2 logical and physical database design, and (3) database implementation with SQL.

In this course, I will first introduce the database environment and development process. Then I will introduce the concept of logical specifications of the conceptual data models in order to map it to the database management technologies. Specifically, I will cover the relational data models with important terms and concepts like primary key, foreign key, normalization, referential integrity, and different types of dependencies. After the logical database design, I will also cover the physical database design and performance aspects of the database management systems.

In the latter half of the course, I will cover the database implementation through SQL. Specifically, I will introduce the three basic categories of SQL commands, (1) data definition language, (2) data manipulation language, and (3) data control language.

#### **COURSE EVALUATION**

**Quiz** - There is one computer generated multiple choice questions quiz that will be conducted sometime between the midterm and the final exam.

**Exams** - There is one midterm and one comprehensive final exam.

**Group Project** - There is one group project of design and implementation of real life database system. Students in groups of 4-6 students can chose a real life context and

develop a conceptual, logical, and physical design of their database system. The students can then implement this system by creating database tables in SQL environment.

**Assignments** - Assignments are designed to reinforce the concepts taught in lectures. The primary purpose of assignment is to help students prepare for the exams, and they will not be graded.

**Grading--** If you think I have graded your work incorrectly you have a right to appeal. **Please turn in a written appeal** that specifies the question number and a brief explanation of why my grading is incorrect. I will not accept any appeal without sufficient proof. Use your textbook, sample programs, lecture notes, etc. as a reference when writing your appeal. I give partial credit; however, if an answer is incomplete or is partially correct do not expect more than half the points no matter how close it is to being correct.

Midterm 25% Final Exam 40% (Cumulative) Group Project 20% Quiz 15%

#### ACADEMIC DISHONESTY

For any academic class activity, students must follow the University of Florida Student Honor Code (http://www.dso.ufl.edu/sccr/honorcodes/honorcode.php). Any violation of the honor code will automatically result in a grade of E (Fail) for this course and further sanctions that may include a suspension or expulsion from the University. All incidents will be reported to Student Conduct and Conflict Resolution at the University of Florida.

#### **COURSE WAIVER POLICY**

A computer-generated course waiver quiz will be conducted in the last 30 minutes of the first class. This quiz will contain 40 multiple choice questions covering the course syllabus mentioned above. The quiz will be available on the course website for 30 minutes. Students, who wish to take the course waiver quiz, need to bring their computer to the class and connect it to the course website during the time of quiz. Students who obtain more than 75 percent marks in the course waiver quiz will be allowed waiver from this class.

#### CLASS POLICIES AND PARTICIPATION

Attendance is not compulsory but you are responsible for all material covered in class. In class, I expect full participation as there are many concepts that can be learned during the course of a discussion. You are expected to complete assigned readings before class as I ask questions and expect you to answer them. I reserve the right to give pop quizzes to encourage a high level of preparedness. You cannot make-up for missed exams, or quizzes unless you have proof that you had a legal or medical **emergency** (regular medical appointments do not constitute an emergency nor scheduled trips) or had to be on a job interview (I require a letter from the potential employer and proof that you actually went to the interview). You are required to let me know of these conflicts in advance when possible.

Assignments, if applicable, should be submitted on time. I do not accept late submissions (no exceptions, including interviews).

There will be **no extra credit work available** at any time for any part of the coursework. The final exam will be given during the final exam week. Plan accordingly. By enrolling in this course **you agree to abide by the course policies**.

#### **OFFICE HOURS**

I am available during office hours (TBD in STZ 337) or by email. Please make an appointment if you cannot stop by during the office hours.

#### STUDENTS WITH DISABILITIES

Students requesting special classroom accommodations must first register with the Dean of Students Office and obtain the necessary documentation to request appropriate in-class accommodations.



#### ISM6405: Business Intelligence Fall 2018: Module 1 ISOM School of Management

#### **Contact Information**

Instructor:	Young Kwark
Office:	STZ 347
Class Info:	STZ 102 at MW 9-10
Office Hours:	By appointment
E-Mail:	Through the course website
TA:	TBD
<b>TA Office Hou</b>	rs: By appointment
E-Mail:	Through the course website

#### **Course Objectives**

The recent explosion of digital data potentially could provide the new business opportunity by revealing useful information about customers, products, competitors, and economic trends. Substantial market opportunities for this knowledge extraction are expected and the needs are growing. The primary objective of this course is to introduce various techniques available to extract useful information (business intelligence, BI) from the large volume of data an organization can use. Through this course, students will become more competent in extracting the business value from the rich data. This course will cover general concepts in the BI field, along with popular techniques including association rules, clustering, prediction, and classification. To some extent students will have a useful experience with some leading BI software.

#### **Course Website**

All information and materials pertaining to this course will be made available through the course website on the Canvas system (<u>https://lss.at.ufl.edu/</u>). With the exception of the in class tests, all graded materials will be submitted electronically using the course website on Canvas. Additional information regarding the submission policy for this class is provided below.

#### **Required Textbook:**

*Data Mining for Business Intelligence: Concepts, tech niques, and applications in Microsoft Office Excel with XLMiner,* 2e, by Galit Shmueli Nitin Patel, and Peter Bruce. Wiley, ISBN: 978-1119070108 -- The e-book of *customized* text book (ISBN: 978-1119225348) is found at https://www.vitalsource.com/products/business-intelligence-etext-for-univ-of-florida-galit-shmueli-v9781119225348

#### **Optional Textbook:**

- Data Science for Business: What you need to know about data mining and data-analytic thinking, by Foster Provost and Tom Fawcett, O'Reilly, ISBN-13: 978-1449361327, ISBN-10: 1449361323
- Data Mining Techniques: For Marketing, Sales, and Customer Relationship Management, 3e, by Gordon Linoff and Michael Berry. Wiley, ISBN-10: 0470650931, ISBN-13: 978-0470650936
- Getting Started with Business Analytics: Insightful Decision-Making, by David Roi Hardoon and Galit Shmueli. CRC Press, ISBN-10: 1439896534, ISBN-13: 978-1439896532

- Applied Analytics Using SAS Enterprise Miner (Course Notes), by Peter Christie, Jim George, Jeff Thompson and Chip Wells. SAS e-book, ISBN-10: 1612901395, ISBN-13: 978-1612901398
- Data Mining with SAS Enterprise Miner through examples, by Cesar Perez Lopez. ISBN-10: 1490541799, ISBN-13: 978-1490541792
- Microsoft Excel 2013: Data Analysis and Business Modeling, by Wayne L. Winston. Microsoft Press (January 19, 2014), ISBN-10: 0735669139, ISBN-13: 978-0735669130

#### **Grading Policy**

20%
20%
25%
25%
10%

The grades for this course will be based on a curve. This means the grade that you get for this course will depend on your relative rank in the class. As per college norms, the grading will maintain a maximum mean grade point average of 3.50 (for example, 20% A, 20% A-, 50% B+, 10% B is one possible distribution). Grades of C+, C and below can and will be given when student performance warrants.

Information on current UF grading policies for assigning grade points: <u>https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx</u>

#### HELP RESOURCES

For issues with technical difficulties with the e-learning system, please contact the UF Help Desk at: 1) Email: Learning-support@ufl.edu 2) (352) 392-HELP - select option 2; or 3) <u>https://lss.at.ufl.edu/help.shtml</u>

#### **Course & Instructor Policies**

**Changes:** This course will be very dynamic, so EXPECT changes. Changes in assignments or schedules will be posted on course website. It is the student's responsibility to keep up with the changes that are posted on course website.

**Course Website:** Most communications for this class will be through course website. Students should check announcements posted on the course website regularly. All questions to be discussed with your classmates (except those of a personal nature) should be posted on the course website Discussion Board.

**Individual Meeting:** Students with questions or wishing any kind of follow-up from class should speak with the instructor during class or during regular office hours. If you wish to meet with your instructor outside of regular office hours, you should email your instructor to make an appointment. Although email is commonly used, sometimes it can limit the effectiveness of the communication and may not be the best way for instructors to respond to some student questions, especially those requiring a demonstration of concepts or models covered in the course or if there are some more personal concerns. Depending on the nature of your situation, your instructor may ask that you follow up with a telephone call or personal meeting.

**Internet & Electronic Communication Devices:** Any surfing of the Internet during lectures that is not directly related to the class discussion is distracting and strictly forbidden. Additionally, the use of any electronic devices (e.g., cellular phones) for e-mailing, text-messaging, etc. is strictly prohibited. Please TURN OFF your phone before the beginning of each lecture. In this regard, it is within the discretion of the instructor to determine the appropriate grade for the "class participation" component. The instructor

2

reserves the right to ask students to leave the classroom before continuing lecture if they are being disruptive.

Assignments: All assignments will be submitted through the course website unless otherwise instructed; submission of electronic copies by e-mail is *not* acceptable unless prior permission of instructor is obtained. All assignments should be completed on time. Assignments submitted after the deadline will be considered late. A penalty of **20% of the assignment value per day** (including weekends) is assessed on late assignments beginning on the day due. Copying another student's work (computer files) or having another person do your work is scholastic dishonesty (see below) and will be dealt with accordingly.

**Exams**: A picture ID will be required for each student. Please bring a #2 pencil for each exam. If you have a time conflict, you must notify the instructor in advance for rescheduling consideration. Unless under significantly extreme circumstances, make-up exams will NOT be arranged.

**Class Participation**: Your class attendance and class participation is highly recommended for this course. There is no make-up for missed in-class assignments. Much of the content of course will be covered in class. Participation is counted **NOT** by the quantity of the comments, but by the **quality** of the comments. If you do not have your name tag displayed in class, you will not get credit for your participation. If there are any activities deemed as distracting in class (e.g., talking loud with other students about something that is not directly related to the class), it is within the discretion of the instructor to determine the students' appropriate participation grade. Again, the instructor reserves the right to ask students to leave the classroom before continuing lecture if they are being disruptive.

Students are expected to provide feedback on this course by completing online evaluations at <u>https://evaluations.ufl.edu</u>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open.

#### University Policy on Cheating

Cheating in any form is not permitted within this class. Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the **UF Student Honor Code** at http://www.dso.ufl.edu/students.php. In addition, you must be sure to cite all works used in completing projects or leading class discussions. Failure to properly follow copyright will result in a loss of points. See the **University Policy** at http://www.registrar.ufl.edu/staff/policies.html.

#### University Policy on Accommodating Students with Disabilities

Students requesting accommodation for disabilities must first register with the Dean of Students Office (352-392-8565, <u>http://www.dso.ufl.edu/drc/</u>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

#### **Proper Prerequisite for the course in graduate catalog**

Students must check the prerequisite for this course and the requirement for the degree. See the graduate catalog (<u>http://gradcatalog.ufl.edu/preview\_program.php?catoid=6&poid=2842)</u>.

ISM6405: Class & Tonic Schedule Fall 2018 Mod1					
(Expect Changes in Schedule - see course website for changes)					
W	Dates	Topic(s)	Readings	Deliverables	
01	Aug 20	Introduction (including installation of	Ch 1-2	Aug 22: Submit group lists	
01	Aug 22	Excel Miner & Tableau)			
02	Aug 27	Data Exploration and Visualization	Ch 3-4	Aug 27: One-page project	
02	Aug 29	Association Rule	Ch 13	proposal by group	
03	Sept 3	No Class - Labor Day			
05	Sept 5	Tableau & Pivot table			
04	Sept 10	<b>Exam1</b> (Regular class hour/location)			
04	Sept 12	Clustering	Ch 14		
05	Sept 17	Dimension Reduction	Ch 4		
05	Sept 19	Evaluating Performance /Decision Trees	Ch 5 & 9		
06	Sept 24	Open Subject			
00	Sept 26	Open Subject - Career Showcase			
07	Oct 1	Project Presentation		Final project report (all groups	
07	Oct 3	Project Presentation		must submit by Oct 1, 11 am)	
08	<b>Oct 10</b>	Exam2 (Regular class hour/location)			
Note: Lecture will be delivered based on "Windows OS only".					

\*\* Notice that you must keep track of the <u>final exam schedule</u> (<u>Not</u> flexible) from <u>http://warrington.ufl.edu/graduate/academics/finals.asp</u>.

\*\* Assignment schedule and any change in schedule will be announced in class and in the course website.

\* Checking the course website on a daily basis is your responsibility.

\* Chapters covered in each exam will be announced in class.

\* Career Showcase (Fall 2018): September 25 & 26, 2018 | 9 a.m. – 3 p.m. | Stephen C. O'Connell Center https://www.crc.ufl.edu/students/events-and-programs/career-showcase/

#### University of Florida Department of Decision and Information Sciences ISM 6128: Systems Analysis and Design I Fall 2016

**Instructor**: Dr. Shubho Bandyopadhyay Office: 343 STZ Phone: (352) 392-5946

#### Website:

The course website is maintained on the <u>e-learning site</u>. Please login to the system for syllabus, class communication, class notes, grades, updates to this document, etc.

#### Text:

Modern Systems Analysis and Design (customized edition) Jeffrey A. Hoffer, Joey F. George and Joseph S. Valacich Prentice Hall ISBN-13: 978-1-323-34157-5

#### Goals:

The major goal of this course is to learn the basics of systems analysis and design. Modern businesses need information systems to support their business processes. Whether one opts for custom application development, or off-the-shelf information systems, it is important to understand the particular needs of a business to deliver a solution tailored to its requirements. The specification of a business' information needs is a non-trivial and complex task, and is hardly an exact science. Fortunately, several tools exist that can guide the modern systems analyst in this job. This course introduces the systems analysis and design process, and the various tools that have been traditionally used to come up with the specification of the information needs of a business (or a business division) that drives the development of the particular information system(s). To reinforce the concepts, the students will form small teams and analyze and design a business information system of their choice. Details regarding the course contents, critical deadlines, etc. can be found in a separate document called "Schedule", which will be updated from time to time, and will be found on the class website.

#### **Assurance of Learning**

Each program at the Warrington College of Business Administration has developed goals and objectives that express the most valued skills and knowledge that students should be able to demonstrate upon completion of the total learning experiences in that program. The following goals and objectives are specifically mapped to **ISM6128**. The **ISOM** program goals and objectives that apply to this course are:

Learning Goal 1: Our graduates will be knowledgeable in core Information Technology, Decision Support, and Analytical Skills.

1B. Students will demonstrate competency in: Database Design; Systems Analysis and Design; Telecommunication Strategies and Technologies; Network Security; Analytical Tools, and Project Management.

#### Grading scheme:

Assignments and/or quizzes	20%
Exam I	30%
Exam II	40%
Project	10%

The grades for this course will be based on a curve. This means the grade that you get for this course will depend on your relative rank in the class. As per college norms, the grading will maintain a *maximum* mean grade point average of 3.50 (*for example*, one *possible* distribution could be 20% A, 20% A-, 50% B+, 10% B). Grades of C+, C and below can and will be given when student performance warrants.

#### Class policies:

#### Assignments and quizzes:

All assignments and quizzes should be individual submissions, unless otherwise announced in class. Students are free to discuss the assignments with me or with the teaching assistant. The assignments are due at the beginning of the designated class day. The due date will be strictly enforced. No late, faxed, emailed or photocopied submissions are acceptable.

#### Exams and make-up exams:

The exams will be closed book unless otherwise announced. THERE WILL BE NO MAKEUP EXAMS. Conflicts for the exams must be resolved before the exam dates. You should contact me at least two weeks prior to the exam date and let me know in writing. Last minute requests will not be entertained. The only reasons for not being able to sit for an examination in its announced time should be part of University policy, or a documented medical excuse.

#### "Re-grade" requests:

Any request to re-grade any component of your submissions (assignment or quiz or exam or project) has to be made within a week after the grade has been published online on the

e-learning site. Given the size of the class, and the speed with which the course progresses, any request beyond this deadline cannot be considered. The only exception to this rule is a documented emergency.

#### Project:

An important aspect of the course is to complete a project. You will be asked to work in small groups. There will be a project presentation and a report due near the end of the module. I expect all members of the group to contribute equally to the group activities and its output. We will discuss the exact details of what to do for the project as the class progresses. Any problems with group dynamics need to be resolved as soon as possible. Any complaints regarding unfair treatment by fellow group members at the end of the course will NOT be entertained.

Working in the context of groups and teams is an important managerial skill that is fostered in the MBA programs. Students should treat their responsibilities to team appointments and team work as they would treat professional business obligations.

Learning in the context of groups and teams also involves academic integrity. Team members are jointly responsible for the academic honesty and integrity of team work. They are obliged to participate in the work and learning process of the team so that they do not take academic credit for projects and assignments to which they have not made a fair and proportionate contribution

#### Class participation:

I expect highest level of participation during the entire module. Attendance is not compulsory during regular classes but if you miss any class you would be responsible for all material that was discussed in class or was in the assigned readings for that class. You are expected to be punctual in class attendance and remain in the classroom for the entire class session, as you would in any business appointment, unless an urgent need arises or prior arrangements have been made with me. There will be no make-up quizzes. You should complete the assigned readings before coming to class. I would expect you to be ready with answers to questions related to the readings.

Laptops and other electronic devices should be used with discretion and only as permitted for work directly related to the class session. Emailing, accessing the internet, and working on matters unrelated to the work at hand are inappropriate behaviors because they are disrespectful and distracting to the class and to the instructor. *If you have to access something important other than the class material, or have to communicate with someone during the class, please leave the classroom to do so.* 

Classroom discussion is an important part of the pedagogy. Students should be fully prepared to engage in class discussion, and they should use the opportunity to develop positive and professional communication skills. This includes according respect for differing perspectives and contributions to discussion, as well as building on the base for discussion laid by student colleagues and the instructor.

#### Discipline in class:

I would expect you to maintain the decorum of the class at all times. As with any other group activity, be acutely aware that your actions in class can have negative externalities that can collectively affect the performance of the entire group.

*Teaching policies* (academic honesty, student illness, religious holidays, accommodating students with disabilities and others): For an updated list of UF teaching policies, please visit <u>http://www.registrar.ufl.edu/staff/policies.html</u>.

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, <u>www.dso.ufl.edu/drc/</u>) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodations. Students with disabilities should follow this procedure as early as possible in the semester.

In case of complaints about the course, the official UF students' complaint process can be found here: <u>https://www.dso.ufl.edu/documents/UF\_Complaints\_policy.pdf</u>.

#### Academic integrity:

Academic integrity and honesty are essential in the development of a professional manager. This society is not willing to tolerate dishonest or otherwise unethical professional business managers. Students must attend to, and follow, the University of Florida code of student conduct, with special attention to academic integrity and academic honesty. They must never appropriate the ideas and work of others, including both academic sources and fellow students, without appropriate attribution or by claiming others work as their own. They must exercise complete honesty in following the conditions established by the instructor for examinations and other assignments. Finally, they must be honest with one another, be willing to be accountable for their own failures of honesty and integrity, and not tolerate such failures in classmates.

For any academic class activity, students must follow the <u>University of Florida Student</u> <u>Honor Code</u>. Any violation of the honor code could result in a grade of E (Fail) for this course and further sanctions that may include a suspension or expulsion from the University through the Dean of Students Office. All incidents will be reported to Student Conduct and Conflict Resolution at the University of Florida.

#### Communication:

I will be available at my office during the office hours. I will also be available to talk to you and help you at other times if I am not busy with something else. If you need to set up an appointment at any other time than my regular office hours, please send me e-mail at

<u>shubho@ufl.edu</u>, <u>or preferably through the e-learning system in Canvas</u>. I will respond as quickly as I can. Most of my communication that is meant for the entire class will be through the e-learning platform, so do log in to the system regularly (or set it up so that all emails get forwarded to your preferred email address).

### Information Systems and Operations Management Advanced Systems Analysis & Development - II [Fall 2018(Module 2)]

Course: ISM6129, Sections: 2472, 8061 Instructor: Anuj Kumar Office hours: TBD STZ 337 Class Room: STZ 101 Email: akumar1@ufl.edu

#### **Course Description**

This is the second of the series of two courses in Advanced Business System Design. In a typical MIS curriculum, this course is popularly known as the "Systems Analysis and Design" course. Due to modular nature of courses offered, we have divided the course into two parts, SAD-I and SAD-II. ISM 6128 will be SAD-I while ISM 6129 will be SAD-II.

Businesses are always in need of new and improved Information Systems. Whether installing custom designed or off-the-shelf software/hardware, the information requirements (or needs) of businesses have to be understood and articulated using some specification language. The specification of a business's information needs is a non-trivial, complex task and is more of an art than a science. Efforts are underway, through advancements in software engineering, to make this art as close to science as possible. This course introduces the student to the art and science of business requirements specification. Current business systems have to be understood through "analysis" and blue prints for new systems have to be "designed". Hence the term - "Systems Analysis and Design". The communication of the results of analysis and design is via a variety of specification tools which will be the subject of study in this set of two courses.

SAD-I (ISM6128) usually discusses the specification tools which have been used traditionally over the past three decades and are still in use, including Data Flow Diagrams, Entity-Relationship Diagrams and Logical Design. In this course we focus on tools that are currently under construction and will be used increasingly in the future. This part will cover Object-Oriented analysis and design tools and UML.

#### Course Content

This course covers the various phases (planning, analysis & design) of System Development Lifecycle (SDLC) with object oriented approach. The course would therefore first define the System Development Lifecycle and then introduce the concept of Object-Oriented System Analysis and design (OOSAD), the unified process and the Unified Modeling Language (UML).

This course would mainly cover the analysis and design modeling of SDLC. It would cover all three phases of object oriented system analysis modeling. In functional modeling, it would cover the use case descriptions and diagram, and activity diagrams. In structural modeling, it would cover CRC cards, class and object diagram. In behavioral modeling, it would cover the sequence diagram, communication diagram and behavioral state machines.

This course will also introduce (time permitting) the object oriented design modeling. Specifically, it would introduce the methods of validating the analysis models and class and method design.

#### **Course Materials**

#### **Reference text:**

\* Alan Dennis, Barbara Haley Wixom, and David Tegarden, "Systems Analysis and Design with UML Version 2.0," Fourth edition, Wiley, ISBN 9781118037423

\* E-textbook option (online version or online downloadable version): http://www.coursesmart.com/9780470074787

#### \* A free online version of the text is available from the library through the following two links:

http://www.books24x7.com/marc.asp?bookid=29675

http://library.books24x7.com/toc.asp?bookid=29675

#### **Course Evaluations**

Quizzes – Quizzes are designed to reinforce the concepts taught in lectures.

**Exams** -- There will be one comprehensive final exam.

**Group Project** -- There is one group project of design and implementation of real life information system. Students in groups of 4-6 students can chose a real life context and develop the UML diagrams for their system. At the end of course, each group will be expected to make project presentations and submit their project report.

**Grading--** If you think I have graded your work incorrectly you have a right to appeal. **Please turn in a written appeal** that specifies the question number and a brief explanation of why my grading is incorrect. I will not accept any appeal without sufficient proof. Use your textbook, sample programs, lecture notes, etc. as a reference when writing your appeal. I give partial credit; however, if an answer is incomplete or is partially correct do not expect more than half the points no matter how close it is to being correct.

Final Exam 40% (Cumulative) Group Project 40% Quizzes (two) 20%

#### Academic Dishonesty

For any academic class activity, students must follow the University of Florida Student Honor Code (http://www.dso.ufl.edu/sccr/honorcodes/honorcode.php). Any violation of the honor code will automatically result in a grade of E (Fail) for this course and further sanctions that may include a suspension or expulsion from the University. All incidents will be reported to Student Conduct and Conflict Resolution at the University of Florida.

#### **Course Waiver Policy**

A computer-generated course waiver quiz will be conducted in the last 30 minutes of the first class. This quiz will contain 40 multiple choice questions covering the course syllabus mentioned above. The quiz

will be available on the course website for 30 minutes. Students, who wish to take the course waiver quiz, need to bring their computer to the class and connect it to the course website during the time of quiz. Students who obtain more than 75 percent marks in the course waiver quiz will be allowed waiver from this class.

#### Attendance/ Participation

Each student is required to attend <u>every</u> class since learning will be through case analysis, presentation and discussion. <u>Three or more unexcused absences constitute a failure grade of this course</u>. Each student should try to participate in the classroom discussions. So be prepared in keeping up with the readings. Class participation is graded to encourage and reward fruitful communications and interactions in and outside the classroom. A student is considered to be a good participant if the person comes to class regularly, keeps up with reading assignments, raises and answers questions in class, and works well on group assignments and projects.

Please come to classes well prepared to enter the discussion - to ask questions and provide information that will further your, your peers', and professor's understanding of the topic. Do not limit your role to that of student but expand it to include teacher, trainer, guide and friend. You should think of the classroom as laboratory in which you can test your ability to convince your colleagues of the correctness of your approach to complex problems and of your ability to achieve the desired results through the use of that approach.

#### <u>Honor Code</u>

For any academic class activity, students must follow the University of Florida Student Honor Code. Any violation of the honor code will automatically result in a grade of E (Fail) for this course and further sanctions that may include a suspension or expulsion from the University through the Dean of Students Office. All incidents will be reported to Student Conduct and Conflict Resolution at the University of Florida.

Tuesday (October 23 <sup>rd</sup> )	Introduction to System Analysis and Development (Chapter 1) <sup>1</sup>
Thursday (October 25 <sup>th</sup> )	System Design Lifecycle (Chapter 1)
Tuesday (October 30 <sup>th</sup> )	Object Oriented System Design (Chapter 1)
Thursday (November 1 <sup>st</sup> )	Functional Models : Use Case Diagram (Chapter 4)
Tuesday (November 6 <sup>th</sup> )	Functional Models : Activity Diagram (Chapter 4)
Thursday (November 8 <sup>th</sup> )	Functional Models : Use Case Description (Chapter 4)
Tuesday (November 13 <sup>th</sup> )	Quiz 1, Structural Models : CRC Cards (Chapter 5)
Thursday November 15 <sup>th</sup> )	Structural Models : CRC Cards and Class Diagrams (Chapter 5)
Tuesday (November 20 <sup>th</sup> )	Structural Models : Class Diagrams and Object Diagrams (Chapter 5)
Tuesday (November 27 <sup>th</sup> )	Behavioral Models (Chapter 6)
Thursday (November 29 <sup>th</sup> )	Behavioral Models (Chapter 6)
Tuesday (December 4 <sup>th</sup> )	Quiz 2, Project discussion

#### Schedule of Classes

<sup>&</sup>lt;sup>1</sup> Chapter numbers on the table above are for Alan Dennis, Barbara Haley Wixom, and David Tegarden, "Systems Analysis and Design with UML Version 2.0," Fourth edition, Wiley, ISBN 9781118037423

Thursday (December 6 <sup>th</sup> )	Final Project Presentations
Tuesday (December 11 <sup>th</sup> )	Final Exam

## ISM 6222

## Business Telecom Strategy and Applications – I Fall 2018

Instructor:	Praveen Pathak
Office:	STZ 351D
E-mail:	praveen@ufl.edu
Phone:	(39)2-9599
Lectures:	MW 1:55 PM to 3:50 PM and MW 4:05 PM to 6:00 PM
Office Hours:	MW 12:45 PM to 1:45 PM, and by appointment

#### **Reference Materials:**

*Network Security Essentials: Applications and Standards, 6<sup>th</sup> edition,* by William Stallings, Prentice Hall, 2016 ISBN-13: 978-0134527338 ISBN-10: 013452733X

#### **Course Objective**

This course covers the fundamental principles and practices of network and data security. We will study core security concepts and review existing security architectures and systems.

#### Teaching methodology

The teaching methodology adopted by this course will consist of in-class lectures, programming exercises and discussions. You are expected to attend all classes, and read the assigned readings for the dates specified.

#### Grading

Sr.No.	<b>Evaluation Mechanism</b>	Weights
1.	Exam – I	30 %
2.	Homework	20 %
3.	Project	20 %
4.	Exam - II	30 %

There will be 4 homework exercises. These will be given in the class and on Canvas. The due dates for these will be announced in the class and on Canvas.

The Exam-I and Exam-II exams will have short answer, multiple choices, and true-false type of questions.

According to the ISOM office guidelines grades will be awarded so that the class GPA is around 3.5.

#### Project

There will be eight groups for the project. I will form your own project groups by August 22<sup>nd</sup>. For the project, you are supposed to research some issues or technologies in computer or network security. The project can be survey of an area, construction of a security system, an analysis of a security tool, or some comparative study.

A set of suggested projects is included below. You may select one of the suggested projects, or you may devise your own comparable project. A project proposal should be one paragraph in length. Proposals are due by e-mail by September 5<sup>th</sup>. Any e-mail communication with me has to have a <u>subject line start with "ISM6222: ".</u> Proposals are <u>not graded.</u> You will be given feedback about the suitability of the project. A final project report along with a PowerPoint presentation is due on either September 24<sup>th</sup> or September 26<sup>th</sup>. You will present the project on the same day. <u>Every member of the team should be present for presentation and should speak something</u>. The final report should be maximum five pages including everything (1.5 spaced). All the project presentations will be available on the class web site on the same day.

There will be at least one question about the projects in the final exam.

#### Ideas for projects:

You cannot have a project about a topic already covered in the class. Following is a list of some possible projects. You may choose to do a project about any other topic of your liking.

- IP Security
- Security Audit
- Mobile Code Security
- Intrusion Detection Systems

- Vulnerabilities revealed by traffic analysis
- Virtual Private Network

Project cannot be about the following topics:

- Biometric Device
- Smart Card

#### Laptop Policy

Laptops are required for certain classes. I will send a mail at least a day in advance when laptops are required in class. Other than when it's required by me a <u>open laptop is not</u> <u>allowed in class</u>. If I see an open laptop then <u>you will lose 2% of the class grade for each</u> <u>day</u> your laptop is open without my permission. So for example your laptop is open for 5 class days without my permission then you will lose 10% of class grade.

#### **Honors Policy**

You are expected to follow the University Honors Policy when working on assignments, homeworks, projects, and exams. Please read and agree to this statement. If you don't want agree with this statement let me know ASAP.

"I understand that the University of Florida expects its students to be honest in all of their academic work. I agree to adhere to this commitment to academic honesty and understand that my failure to comply with this commitment may result in disciplinary action, up to and including expulsion from the University."

#### ASSURANCE OF LEARNING

Each program at the Warrington College of Business Administration has developed goals and objectives that express the most valued skills and knowledge that students should be able to demonstrate upon completion of the total learning experiences in that program. The following goals and objectives are specifically mapped to ISM6223.

The ISOM program goals and objectives that apply to this course are:

Learning Goal 1: Our graduates will be knowledgeable in core Information Technology, Decision Support, and Analytical Skills.

1A. Students will demonstrate competency in Network Security Concepts.

#### Tentative Class Schedule

Week	Date	Topics	Readings from book
1	Aug 20	Introduction, Security Framework	1.3, 1.4, 1.5, 1.6
	Aug 22	Intro to Encryption, Message Confidentiality	2.1, 2.2
		Project groups formed	
2	Aug 27	Public Key Encryption, Digital Signatures	3.1, 3.4, 3.6
	Aug 29	Network Authentication	4.1, 4.2, 4.3, 4.4
3	Sep 3	Labor Day – No Class	
	Sep 5	E-mail Security, PGP	7.1, Appendix 7A
	-	Project Proposal Due – Proposals not graded	
4	Sep 10	Exam - I	
	Sep 12	Firewalls	11.1, 11.2, 11.3, 11.5
5	Sep 17	Phases of Computer Attacks and Tools – I	
	Sep 19	Phases of Computer Attacks and Tools – II	
6	Sep 24	Project presentations	
	-	Project Report Due	
	Sep 26	Project presentations	
7	Oct 1	External Speaker	
	Oct 3	Exam – II	



### ISM 6216: BUS DATABASE SYST 2 Fall 2018 – Module 2

Instructor	Liangfei Qiu- <u>liangfei.qiu@warrington.ufl.edu</u>
	Department of ISOM, Warrington College of Business Administration
<b>Class Time</b>	TR: period 3-4 (14FA); 5-6 (2226)
<b>Class Location</b>	STZ 102
Office	STZ 331
<b>Office Hours</b>	Monday 3:00 - 4:30 pm or by appointment (email 2-3 days ahead to make an
	appointment if you have class during office hours)
ТА	

#### **COURSE DESCRIPTION**

The availability of vast amounts of searchable data is changing the nature of the learning required to succeed in traditional business disciplines such as finance, accounting, and marketing. It is vital that future managers – from all majors – have a working knowledge of database, practical experience in its use, and management perspectives on how database is used to reshape products, services, and organizations.

ISM 6216 will focus on three broad issues: (1) relational algebra, the foundation of SQL, (2) Advanced database implementation, such as indexes, views, and triggers and (3) data mining (introductory level). While students are introduced to the practical business uses of some technology tools (SQL in particular), the real value that students gain from ISM 6216 comes from understanding the strategic possibilities inherent at the intersection of business and technology.

#### **TEXTBOOK AND READINGS**

Required TextbookJeffrey A. Hoffer, Ramesh Venkataraman, and Heikki Topi, Modern Database<br/>Management/11E, Prentice-Hall (ISBN: 978-0132662253)

#### Prerequisite: ISM 6215

Class Website Announcements, assignments, course schedule, additional readings, and other information are available on Canvas at <u>https://ufl.instructure.com/.</u> You will also need the most recent version of Access (2010 for PC/2011 for Mac).

#### WORKLOAD

Welcome to the Warrington College of Business Administration, where everyone admitted – including you – is a top student. In order to challenge you and truly add to your education, the Warrington College of Business Administration is committed to rigorous, cutting-edge classes. This means that you can expect a substantial workload.

Our goal is to help you go beyond being a top student. Our vision is that you will become a productive employee, an effective project leader, a future division leader, perhaps a future CEO. Some of you will work in traditional companies; some will work for nonprofits; some will become professional business

consultants; some will grow a family business or start your own successful business. All these career paths have something in common: to succeed in a constantly changing business world, you must constantly seek new information from the environment, make sense of it with your colleagues and business partners, and act on it to develop and implement your business strategy. You must be able to think critically.

In order to think critically, you need a knowledge base. A significant part of ISM6216 involves reading, learning, and practicing. Learning these base concepts will give you a foundation for thinking critically and solving real business problems. The goal of ISM6216 is to deliver learning that will serve you in the future, both at UF and in your career.

#### **EVALUATION OF YOUR PERFORMANCE**

The final letter grade in the class will be based on a curve. You may expect the following grade distribution: approximately 40-45% will receive an A- or above, about 5% will receive a C+ or below, and 45-60% will receive a B+, B, or B-. However, the grade distribution and the average could change if the overall class performance exceeds the instructor's expectations.

The breakdown of your final grade is as follows:

Deliverable Detail		
Class Participation and In-class Quizzes		
Assignments (2 assignments, 25 points each)		
Exams (2 exams, 150 points each)		
Group Project and Presentation		
Total Points		

#### 1. Class Participation

To get the most from this class, it is important that you come to class ready to join the discussion on the day's topic. You are expected to read all the assigned reading materials before class, behave properly in the class room, and contribute actively to the class discussion. Please use a name card to help the instructor and your peers remember your name. Sitting roughly at the same spot in each class could help speed up this process. When evaluating class participation, I keep the criteria as follows:

- Attending class regularly
- Displaying positive behaviors such as active listening to the instructor and peers, asking insightful questions, responding to questions, synthesizing others' ideas, bringing appropriate real-life experiences, and disagreeing constructively

#### 2. Short Quizzes

Occasionally, there will be short quizzes given on class content.

#### 3. Assignments

IT skills for individual productivity will be a necessity for any business professionals in their careers. To help students master basic SQL skills, there are TWO homework assignments. Those assignments will simulate real-life tasks and ask students to solve them by using the designated tools. Specific details for these assignments will be posted on Canvas.

#### 4. Exams

There are **two** in-class exams (see Course Schedule for details). An exam review session will be provided before each exam. Exams will combine multiple-choice and essay format questions. Unless under significantly extreme circumstances, make-up exams will NOT be arranged. *The extreme emergency must be approved by the instructor BEFORE the exam date.* 

#### 5. Group Project

The class will have a group project on SQL (Access). A group of up to <u>Six</u> students can work together on the project. The detailed description for this project will be given later in the module.

#### 6. Changes

This course will be very dynamic, so EXPECT changes. Changes in schedules will be posted on course website. It is the student's responsibility to keep up with the changes that are posted on course website.

#### 7. Extra Credit

Additional extra credit assignments may be offered to the entire class at the discretion of the instructor. There will be no opportunity to raise your course grade by doing individual extra credit work at any point during or after the semester, as this would violate University policy.

#### POLICIES

#### Fairness, Deliverable Deadlines, and Time Management

Deliverables are assigned because work outside of class supplements and reinforces learning. Deliverables are also due at designated times and in specific formats, all of which will be described in assignment criteria. To be fair to everyone in class and to get assignments graded and returned in a timely fashion, we have to have deadlines. Please turn things in on time.

- Deliverables handed in *after* but *within 24 hours* of the due date/time will receive half credit.
- Deliverables will not be accepted more than 24 hours after the due date.

#### **Re-Learning on Assignments and Exams**

Asking questions after your exams and assignments have been graded reinforces learning and helps you understand your strengths and weaknesses with course material. Therefore, I encourage you to meet with me to discuss assignments. However, you must do so within ONE WEEK of the day the homework is returned or grades are posted. After *the one-week window, your grade for an assignment cannot be changed.* 

#### **Classroom policy**

Please also **turn off** your mobile phones and other electronic devices to avoid disturbing. Please arrive on time and leave after class ends. Remember that your classroom citizenship will be considered in your in-class participation grades.

#### Using Email for Official Correspondence to Students

Email is recognized as an official mode of university correspondence; therefore, <u>you are responsible for</u> <u>reading your email for university and course-related information and announcements</u>. You are responsible for keeping the university informed about changes to your email address. You should check your email regularly and frequently – I recommend daily– to stay current with university-related communications, some of which may be time-critical.

#### **Documented Disability Statement**

Students requesting accommodation for disabilities must first register with the Dean of Students Office (http://www.dso.ufl.edu/drc/). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

#### **ISOM Department Policy on Honor Code Violations**

For any academic class activity, students must follow the University of Florida Student Honor Code (http://www.dso.ufl.edu/students.php). Any violation of the code will automatically results in a failing grade (E) for this course and you will be reported to the Office of the Dean of Students. The Dean of Students might impose further sanctions, such as suspension or expulsion.

# ISM 6216 Class Schedule – Liangfei Qiu Where to find the readings: Ch.#: Textbook chapters

This schedule is subject to change.

Wk	Cl	Date	Class	Readings	Deliverables
1	1	T Oct 23	Course Introduction	Ch. 1 – "The Database Environment "	Course Survey
				Article "What's (technically) in	
				your tweets ?"	
	2	Th Oct 25	Relational Algebra I	Slides	
2	3	T Nov 30	Relational Algebra II (Assignment 1)	Slides	
	4	Th Nov 1	SQL I	Ch. 6 – "Introduction to SQL"	Group formation due in hard copy at the beginning of class
3	5	T Nov 6	Work day (work on Assignment 1)		
	6	Th Nov 8	SQL II and Exam #1 review	Slides	Assignment 1 due in hard copy at the beginning of class
4	7	T Nov 13	Exam #1		
	8	Th Nov 15	Advanced Database Implementation and	Ch. 7 – "Advanced SQL"	
			Design I (Assignment 2)		
5	9	T Nov 20	Advanced Database Implementation and	Slides	
			Design II		
	10	Th Nov 22	No Class – Thanksgiving Holiday		
6	11	T Nov 27	Data Mining and Exam #2 Review	Slides	Assignment 2 due in hard copy at the beginning of class
	12	Th Nov 29	Project Presentation		
7	13	T Dec 4	project presentation		Project due in hard copy at the beginning of class
	14	Th Dec 6	Exam #2		

# Statistical Analysis for Managerial DecisionsQMB 6358Section 118CModule 2, Fall 2017

#### Dr. Patrick Thompson (352) 392-9731 341 Stuzin Hall EMAIL: <u>PATDERAT@UFL.EDU</u> or <u>patrick.thompson@warrington.ufl.edu</u>

<u>Class Website</u>: The website for this class is located on the university's Canvas system. To access this, you will need to use your Gatorlink account. I will post lecture power points, assignments and other material there.

Class Meeting Hours: Mon and Wed 1:55 - 3:50 pm in 103 Stuzin

Office Hours: Tue and Thu 2-3:30 pm

If I am not around when you need to see me, the best way to contact me is e-mail.

If you have any problems with this course that you are unable to solve by consulting with me, you should next bring them to the attention of my department chairman in 351 Stuzin Hall.

- **Objective:** To build on the concepts learned in your first statistics course, teaching you how to perform very thorough statistical analyses, work with statistical software packages and, in general, be a better person.
- **Assurance of Learning:** Each program at the Warrington College of Business Administration has developed goals and objectives that express the most valued skills and knowledge that students should be able to demonstrate upon completion of the total learning experiences in that program. The following ISOM program goals and objectives that apply to QMB6358 are:
- Learning Goal 2: Apply appropriate problem solving and decision-making skills. 2B. Assess the outcomes of a course of action and make appropriate adjustments.

Learning Goal 4: Think critically and analytically in formulating business solutions.
4A. Students will gain expanded knowledge of ever evolving technologies and processes and solidify the technical skills needed in applying theseto solve intricate problems.
4B. Students will be able to critically evaluate the impact of business decisions on stakeholders.

Prerequisites: A course in statistics (QMB 3250, STA 2023, QMB 5304 or equivalent).

**Text:** There is no text. Selected materials will appear on the Canvas site.

- **Software:** In this course we will be using the SPSS software program. This is available at a very low cost to students, and free via a remote application facility. Do not purchase SPSS until we have discussed it in class.
- **<u>Grading</u>**: For QMB 6358 there will be two exams plus some homework assignments. The two exams will count 40% each, with the homework totaling 20%. *All out-of-class work may be performed in groups of 2-4, and handed in together.* The in-class work is obviously solo.

**Honor Code:** For any academic class activity, students must follow the University of Florida Student Honor Code. Any violation of the honor code will automatically result in a grade of E (Fail) for this course and further sanctions that may include a suspension or expulsion from the University through the Dean of Students Office. All incidents will be reported to Student Conduct and Conflict Resolution at the University of Florida.

#### **Outline and Tentative Schedule for QMB 6358**

Introduction Probability Review	
Statistical Inference Review Statistical Inference Review Comparing Two Populations	
Comparing Several Populations Comparing Several Populations	
Predictive Analytics Regression: Estimation	
Regression: Inference	
Exam 1 during class time	
Using Indicator Variables as predictors Using Indicator Variables as predictors	
Using an Indicator as the dependent variable Logistic Regression	

12/11 Final Exam During class meeting time

# ISM 6562 Business Data Presentation and Visualization Fall 2019

INSTRUCTOR : Staff CONTACT INFORMATION :

### OFFICE HOURS : PREREQUISITES

#### ACADEMIC

Students must have completed ISM6215 (Database I) and have an advanced knowledge of SQL and database concepts.

#### **COMPUTING**

Students must have access to a laptop that runs the Python environment. **Windows 10 Professional** is preferred but Mac OS is also acceptable.

#### **RECOMMENDED TEXT**

Stephen Few. 2009. Now you see it: Simple visualization techniques for quantitative analysis. Analytics Press. Oakland, California.

The Visual Display of Quantitative Information, 2001, 2nd Edition, Edward Tufte, Graphics Press, Cheshire, Connecticut.

Scott Berinato. 2016. *Good Charts: The HBR Guide to Making Smarter, More Persuasive Data Visualizations*. Harvard Business Review Press. Brighton, Massachusetts.

#### **REQUIRED SOFTWARE**

• We will use Tableau Desktop (http://www.tableau.com/products/desktop) to implement many of the concepts and techniques we discuss in class. It works under both Windows and Mac.

## **COURSE OBJECTIVES**

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

- Understand the key data visualization principles and techniques.
- Apply data visualization principles and techniques to real-world business problems.

- Critically evaluate the design and presentation of complex data or concept.
- Design innovative static and interactive visualizations to effectively present information and enable data exploration

## ASSURANCE OF LEARNING

Each program at the Warrington College of Business Administration has developed goals and objectives that express the most valued skills and knowledge that students should be able to demonstrate upon completion of the total learning experiences in that program. The following goals and objectives are specifically mapped to ISM62xx.

- Learning Goal 1: Our graduates will be knowledgeable in core Information Technology, Decision Support, and Analytical Skills.
- Learning Goal 4. Solve intricate problems by applying expanded knowledge of ever evolving technologies, processes, and technical skills

## **COURSE EVALUATION**

**Assignments--** Assignments are designed to reinforce the lectures. They will require that you read the course text, help files and additional resources as well as the material covered in class. Some assignments are team assignments. Please form a team of two for the purpose of these assignments.

Exams/Quizzes -- There will be several quizzes and a final exam.

**Grading--** If you think I have graded your work incorrectly you have a right to appeal. **Please turn in a written appeal** (preferably by email) that specifies the question number and a brief explanation of why my grading is incorrect. I will not accept any appeal without sufficient proof. Use your textbook, sample programs, lecture notes, etc. as a reference when writing your appeal. I give partial credit; however, if an answer is incomplete or is partially correct do not expect more than half the points no matter how close you believe it is to the correct answer.

You are expected to calculate your own grade based on the following weights and scale (A at 93, A- at 89, B+ at 85, B at 81, B- at 77, C+ at 73, C at 70, C- at 67, D+ at 63, D at 60, D- 57, E below 57).

Midterm	25%
Final Exam	35%
Assignments	20% (Variable weight per assignment)
Project	20%

## ACADEMIC DISHONESTY

For any academic class activity, students must follow the University of Florida Student Honor Code (<u>http://www.dso.ufl.edu/sccr/honorcodes/honorcode.php</u>). Any violation of the honor code will automatically result in a grade of E (Fail) for this course and further sanctions that may include a suspension or expulsion from the University. All incidents will be reported to Student Conduct and Conflict Resolution at the University of Florida.

## **CLASS POLICIES AND PARTICIPATION**

#### By enrolling in this course you agree to abide by the following policies.

#### ATTENDANCE

Attendance is not compulsory but you are responsible for all material covered in class and pop quizzes. In class, I expect full participation as there are many concepts that can be learned during the course of a discussion. You are expected to complete assigned readings before class as I ask questions and expect you to answer them. I reserve the right to give pop quizzes in addition to the scheduled quizzes to encourage a high level of preparedness.

#### **MAKE-UP WORK**

No makeup work will be provided for this course, unless it is due to a <u>University of Florida sanctioned</u> <u>excuse</u>. Proper documentation will have to be provided in support, clearly indicating: (a) the name of the student, (b) the reason for absence and (c) the dates of the absence. This documentation must also be verified by the <u>Dean of Students Office</u>. Please inform the instructor at least one week prior to the scheduled test for a reschedule date. In case of a medical emergency, you please inform the instructor within one week after the test. Requests made after one week of the test date will not be honored.

#### **EXTRA CREDIT**

There will be no extra credit work available at any time for any part of the coursework.

#### **LAPTOPS**

You can bring your laptops to class since we will have short tutorials from time to time. However, you need to keep them turned off all other times.

#### **CELL/SMART PHONES IN THE CLASSROOM**

Absolutely no cell/smart phones can be used in the classroom during lectures and exams.

## STUDENTS WITH DISABILITIES

Students requesting special classroom accommodations must first register with the Dean of Students Office (<u>https://drc.dso.ufl.edu/</u>) and obtain the necessary documentation to request appropriate in-class accommodations.

## OUTLINE AND SCHEDULE OF ASSIGNMENTS

Assignments are designed to work with data using the concepts, techniques and tools discussed in class.

#### Assignment One (Due Week 3, 100 points)

Goals: Reinforce lectures 1.1 - 3.1. Process of visualization.

**Description**: Using the data set provided and the questions asked articulate the process you used to create the visual aids you have created.

#### Assignment Two (Due Week 4, 100 pts)

Goals: Reinforce lectures 2.2 – 3.2. Time series data, categorical data.

**Description**: Use the attached data sets to answer the questions and present your solutions using visual aids.

#### Assignment Three (Due Week 6, 100 pts)

Goals: Reinforce lectures 4.1 - 5.2. Geospatial data, network data.

**Description**: Use the attached data sets to answer the questions and present your solutions using visual aids.

#### Assignment Four (Due Week 7, 100 pts)

**Goals**: Reinforce lectures 6.1 – 6.2. Dashboards **Description**: TBD.

## **TERM PROJECT**

The instructor will provide several datasets with specific business problems that can be solved by analyzing and presenting the data. Alternatively, students can provide their own data sets and associated business problems (with approval of the instructor). The final report should provide a meaningful answer for the business problem at hand and effectively communicate the solution (and the problem) through data presentation and visualization.

The project will be done in teams of four. There are three deliverables. The grading will be based on the effectiveness and the quality of the following deliverables

- Progress report (30% of the project grade)
- Final report (50% of the project grade)
- Presentation (20% of the project grade)

## ISM62xx - Tentative Schedule

Week	Торіс	Readings/Quizzes/Assignments Due
1.1	Syllabus and Introduction	Assignment Submission Instructions
1.2	Review of Database concepts	
2.1	Process of creating visualization	
2.2	Analytical Interaction	Assignment 1 Due
3.1	Time-Series Data	
3.2	Categorical Data	
4.1	Multivariable Data	Assignment 2 Due
4.2	Midterm	
5.1	Geospatial Analysis	Project Progress Report
5.2	Network Analysis	
6.1	Dashboards and Stories	Assignment 3 Due
6.2	Dashboards and Stories	
7.1	Dashboard and Stories	Assignment 4 Due
7.2	Project Presentations	
8	Exam	Final Project Report