

COURSE INFORMATION

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| Course title: | Analytics Consulting Internship | | |
| Course code: | BA 509 | Credits: | 3.0 |
| Session, term, period: | 2020 Summer | Class location: | Varies |
| Section(s): | BA1 | Class times: | Varies |
| Course duration: | June 1-August 28, 2020 | Pre-requisites: | N/A |
| | All internships must be a minimum of 8 weeks full-time (280 hours). COE internships run for 12 weeks full-time. | | |
| Division: | OpLog and Marketing | Co-requisites: | N/A |
| Program: | MBAN | | |

INSTRUCTOR INFORMATION

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|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------|
| Instructor: | Steven Shechter & Harish Krishnan | | |
| Phone: | 604-822-8340 & 604-822-8394 | Office location: | HA 477 & HA 467 |
| Email: | steven.shechter@sauder.ubc.ca harish.krishnan@sauder.ubc.ca | Office hours: | By appointment |

COURSE DESCRIPTION

The Analytics Consulting Internship is a 3-credit course in the MBAN program that provides a valuable experiential learning opportunity. Each student will consult on a significant analytical challenge faced by a partner company, start-up or non-profit organization. The internship enables students to apply the analytical and practical skills learned in their coursework. Each student is involved in defining the problem to be solved, collecting relevant information, building and analyzing models, and delivering a decision tool or executive-level recommendations. The internship also allows the student to create lasting connections with other analytics leaders in the industry and broaden their knowledge of the profession.

There are 3 main streams for students to complete the Analytics Consulting Internship:

- Centre for Operations Excellence (COE) based at UBC Sauder
- External internship based at the company's office
- Faculty research project

Securing an internship is the joint responsibility of the student, MBAN faculty, RHL and BCC teams. We expect that each student will be creative and collaborative in their effort to secure an internship opportunity. All projects found by students need to be approved by our Faculty Team to ensure fit and quality of the project. Proposals to be submitted here: <https://webforms.sauder.ubc.ca/mban-internship-proposals>. **All internships must be confirmed by July 17, 2020 at the latest. If you have been accepted to the COE, the deadline to confirm your participation is May 1, 2020.**

A team of faculty provides oversight to the coordination of BA 509 including securing internship projects, matching students to projects, providing guidance during the project, and evaluating student work. Each student will be assigned a faculty supervisor to provide support during their project.

Students are expected to have 3 touchpoints with their faculty supervisor: early June (initial meeting), early July, and early August to update their supervisor on the progress of their progress and ask for any guidance. **It is expected that the student will reach out to their assigned faculty member to arrange these meeting times.**

If you experience any unexpected challenges during your internship, please reach out to Elisabeth Chin at elisabeth.chin@sauder.ubc.ca or your faculty supervisor **as early as possible**.

COURSE FORMAT

Experiential learning – format depends on student project.

LEARNING OBJECTIVES

Purpose of the course:

- To provide students with a benchmark experience of insightful work in the practice of analytics.
- To give students an opportunity to apply principles of project management, problem solving, and storytelling with data in a real-world setting.
- To give students experience managing the messiness of real-world problems—ambiguous problem definitions, uncertain methods, incomplete or inaccurate data—and to coach them through the process of bringing order to the mess.

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

- Apply principles learned in the MBAN program in one or more of the following areas: predictive analytics, optimization, simulation modeling, machine learning, process analytics, supply chain analytics, marketing analytics, text analytics, customer portfolio analytics, new product development analytics.
- Operate effectively within professional teams while solving complex problems.
- Create and deliver presentations on technical subjects for audiences at different levels of engagement, responsibility, and technical sophistication.

ASSESSMENTS

Analytics Consulting is a pass/fail course. **Students must meet their specific project/internship deliverables to pass the course.** A student could fail Analytics Consulting for lack of reasonable professional conduct and contribution to their project.

Students in the COE must complete their final client report by August 28, 2020 (see schedule below).

Students in the external internship and faculty research projects must submit a 6-8 page final report to their faculty supervisor by the completion of their internship/faculty research project. The report must include:

- Summary of project outcomes
- Tools/skills used
- Example of 1 challenge that you overcame
- Personal reflection of learnings from the project

Please note that we cannot issue your program completion letter until your faculty supervisor has marked your final report and advised that you receive a “pass” in the course. Your program completion letter is required for international students’ post-graduation work permit (PGWP) application.

COURSE-SPECIFIC POLICIES AND RESOURCES

Please refer to the MBAN Internship Handbook for student expectations. **It is expected that all students uphold the utmost professionalism during their internship as they are an ambassador of UBC Sauder and the MBAN program.**

Missed or late assignments, and regrading of assessments

Late submissions will not be accepted and will receive a grade of zero.

Academic Concessions

If extenuating circumstances arise, please contact the RHL Graduate School program office as early as reasonably possible, and submit an [Academic Concession Request & Declaration Form](https://webforms.sauder.ubc.ca/academic-concession-rhlee) <https://webforms.sauder.ubc.ca/academic-concession-rhlee>. If an academic concession is granted during the course, the student will be provided options by RHL, or by the instructor in consultation with RHL, per [UBC’s policy on Academic Concession](#).

Other Course Policies and Resources

Code Plagiarism

Code plagiarism falls under the UBC policy for [Academic Misconduct](#). Students must correctly cite any code that has been authored by someone else or by the student themselves for other assignments. Cases of “reuse” may include, but are not limited to:

- the reproduction (copying and pasting) of code with none or minimal reformatting (e.g., changing the name of the variables)
- the translation of an algorithm or a script from a language to another
- the generation of code by automatic code-generations software

An “adequate acknowledgement” requires a detailed identification of the (parts of the) code reused and a full citation of the original source code that has been reused.

Students are responsible for ensuring that any work submitted does not constitute plagiarism. Students who are in any doubt as to what constitutes plagiarism should consult their instructor before handing in any assignments.

POLICIES APPLICABLE TO COURSES IN THE ROBERT H. LEE GRADUATE SCHOOL

Attendance

Excepting extenuating circumstances, students are expected to attend 100% of their scheduled class hours. Absent students limit their own academic potential, and that of their classmates, and cause unnecessary disruption to the learning environment. Students missing more than 20% of the total scheduled class hours for a course (including classes held during the add/drop period) without having received an academic concession will be withdrawn from that course. Withdrawals, depending on timing, could result in a “W” or an “F” standing on the transcript.

Punctuality

Students are expected to arrive for classes and activities on time and fully prepared to engage. Late arrivals may be refused entry at the discretion of the instructor or activity lead. Students arriving later than halfway through a scheduled class will be treated as absent for that class.

Electronic Devices

Devices such as laptops, tablets, and cell phones are not permitted to be used in class unless directed by the instructor for in-class activities. Students who do not follow the School's policy in this regard may be required to leave the room for the remainder of the class, so that they do not distract others. Research shows that students' use of laptops in class has negative implications for the learning environment, including reducing their own grades and the grades of those sitting around them.

Citation Style

Please use the American Psychological Association (APA) reference style to cite your sources.

Details of the above policies and other RHL Policies are available at:

<http://www.calendar.ubc.ca/vancouver/index.cfm?tree=12,199,506,1625>

UNIVERSITY POLICIES AND RESOURCES

UBC provides resources to support student learning and to maintain healthy lifestyles but recognizes that sometimes crises arise and so there are additional resources to access including those for survivors of sexual violence. UBC values respect for the person and ideas of all members of the academic community. Harassment and discrimination are not tolerated nor is suppression of academic freedom. UBC provides appropriate accommodation for students with disabilities and for religious observances. UBC values academic honesty and students are expected to acknowledge the ideas generated by others and to uphold the highest academic standards in all of their actions. Details of the policies and how to access support are available on the UBC Senate website at <https://senate.ubc.ca/policies-resources-support-student-success>.

Academic Integrity

The academic enterprise is founded on honesty, civility, and integrity. As members of this enterprise, all students are expected to know, understand, and follow the codes of conduct regarding academic integrity. At the most basic level, this means submitting only original work done by you and acknowledging all sources of information or ideas and attributing them to others as required. This also means you should not cheat, copy, or mislead others about what is your work. Violations of academic integrity (i.e., misconduct) lead to the breakdown of the academic enterprise, and therefore serious consequences arise and harsh sanctions are imposed. For example, incidences of plagiarism or cheating may result in a mark of zero on the assignment or exam and more serious consequences may apply if the matter is referred to the President's Advisory Committee on Student Discipline. Careful records are kept in order to monitor and prevent recurrences.

COPYRIGHT

All materials of this course (course handouts, lecture slides, assessments, course readings, etc.) are the intellectual property of the instructor or licensed to be used in this course by the copyright owner. Redistribution of these materials by any means without permission of the copyright holder(s) constitutes a breach of copyright and may lead to academic discipline. Audio or video recording of classes are not permitted without the prior approval of the Instructor.]

ACKNOWLEDGEMENT

UBC’s Point Grey Campus is located on the traditional, ancestral, and unceded territory of the xwməθkwəyəm (Musqueam) people, who for millennia have passed on their culture, history, and traditions from one generation to the next on this site.

COURSE SCHEDULE

Here is the expected COE schedule. **This is subject to change.** Students in an external internship or faculty research project should discuss with their supervisor what their expected schedule and deliverables are.

| Date | Activity & Deliverables |
|---------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|
| June 2020 | Kick-off meeting with client |
| June 12, 2020 | Literature section of report due (if applicable) |
| June 26, 2020 | First draft of introduction and methods section of report; data cleaning complete, including scripts, raw and tidy data, and explanatory documentation |
| July 10, 2020 | Exploratory analysis complete, including scripts, graphs and documentation Model-building complete, including documentation |
| Early-Mid July 2020 | Midpoint meeting with client |
| July 31, 2020 | First draft of conclusions section due Scenario-testing complete |
| Aug 7, 2020 | Poster and 1-pager draft submitted to faculty advisor for approval |
| Aug 14, 2020 | Poster and 1-pager submitted to client for their approval Full project report draft complete, including executive summary and conclusions |
| Aug 17-28, 2020 | Final milestone meeting and presentation with client |
| Aug 28, 2020 | Complete version of final report, poster, and 1-pager due |