

### COURSE INFORMATION

Course title:	Fundamentals of Analytics & Technology		
Course code:	BA 515	Credits:	1.5
Session, term, period:	2019W1, Period 2	Class location:	HA 334
Section(s):	MM1	Class times:	Tue/Thu 10am-12pm
Course duration:	Nov 05 to Dec 06, 2019	Pre-requisites:	n/a
Division:	AIS (Information Systems)	Co-requisites:	n/a
Program:	MM		

### INSTRUCTOR INFORMATION

Instructor:	Gene Moo Lee, Ph.D.		
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Teaching assistant:	Myunghwan Lee		
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### COURSE DESCRIPTION

BA 515 is an introduction to business analytics and technology with two goals. The first is to introduce the fundamental concepts of analytics and technology platforms (e.g., big data, mobile, cloud, AI, machine learning) and their implications to business and industries. The second is to provide hands-on programming experiences to acquaint students with Python programming language and its rich ecosystem for data processing, data visualization, and text analytics.

### COURSE FORMAT

Class time will be used for a combination of lectures, live programming, and discussions. Attendance is expected to accomplish the learning objectives below. Lectures and discussions will assume that students having pre-read the corresponding materials as listed in the course schedule.

### LEARNING OBJECTIVES

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

1. Understand the concepts of data analytics and the implications to business
2. Understand the technology platforms and their implications to business
3. Get hands-on experiences on Python programming
4. Have working knowledge on basic data visualization and text analytics in Python

### LEARNING MATERIALS

1. Slides and codes: Provided by instructor
2. Technology requirements: Laptop with Python 3 environment (e.g., [Anaconda](#), [Google Colab](#))
3. [Canvas](#): course management, announcement, assignments, grade posting
4. [DataCamp](#): online learning and assignments
5. [Piazza](#): online discussion forum (Let's not use email for Q&A)
6. Recommended books: [link](#)
7. Class reading list: [link](#)

## ASSESSMENTS

### Summary

<u>Component</u>	<u>Weight</u>
DataCamp Assignments (2)	20%
Group Project	20%
Book Review	15%
Exam	35%
Class Participation	<u>10%</u>
Total	<u>100%</u>

### Details of Assessments

#### **DataCamp Assignments (20% = 10% x 2 assignments)**

Learning programming requires a lot of hands-on practices. To provide a rich practice environment, we will use [DataCamp](#), which is an online learning platform for data science. There will be 2 DataCamp assignments: (i) [Introduction to Python](#) and (ii) [Intermediate Python for Data Science](#).

#### **Group Project (20%)**

There will be one group project on social media analysis. Details, including submission guidelines, will be posted on the course website. The class will be divided into groups of three or four. You are free to choose your own group. We may use iPeer to conduct peer-reviews, which results can be used to give differential marks for individuals. Please consult with the instructor team on any group related issues.

#### **Book Review (15%)**

Among the [recommended list](#), you will select a book, read it, and write a book review. The following questions can be the guideline of your book review: Why did you select this book? Write a brief summary of the book. What did you learn from the book? Did you get a new idea from this?

#### **Exam (35%)**

There will be one written exam at the end of the course. You are responsible for everything that is covered in the classroom, including additional materials discussed in class. The exam will consist of multiple-choice questions and programming questions. The exams will be in closed books and notes, but a Python reference sheet will be provided before and during the exam.

#### **Class Participation (10%)**

We all bring experience and knowledge into the classroom, and all class participants should share this and benefit by it. Effective class participation includes: (1) solving programming questions during the lecture, (2) asking significant questions about concepts, (3) sharing your experience or point of view with the class, (4) building on points raised by others, (5) clarifying issues.

The participation can be either in lecture or in Piazza (the online Q&A platform the class will use). Piazza allows students to post questions (publicly, anonymously, and privately) and to answer questions from the peers. Providing thorough and clear answers and ideas on the Piazza discussion board will be considered when calculating your participation grade. Rather than emailing questions to the teaching staff, I encourage you to post your questions on Piazza. If you have any problems or feedback for the developers, email [team@piazza.com](mailto:team@piazza.com). Find our class page at: <https://piazza.com/ubc.ca/winterterm12019/ba515mm1/home>

## COURSE-SPECIFIC POLICIES AND RESOURCES

### *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](#).

### *Communication and feedbacks*

1. For course related communication, please use Piazza (no emails!). For general questions that apply to the whole class, you can use create a public Piazza post publicly or anonymously (in this case other students do not know your identity). For private questions that only apply to yourself, you can create a private post in Piazza, which only instructors can see.
2. TA and instructor will try the best to respond to your questions within one business day. Please note that business day does not include weekends and holidays.

## 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. However, as we will spend significant time in programming, I encourage students to bring their laptops or tablets to follow the course. However, please limit the usage to the course related activities. Cellphones are not permitted.

### *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.

Specifically, this course has programming assignments. In the world of Internet, it can be tempting to copy and paste the codes. But I take code plagiarism issues very seriously. It is allowed to discuss high-level ideas with classmates. However, copying code or data (either fully or partially) is considered as academic dishonesty. If you use open source codes in the assignments, you should put an appropriate reference to it and respect the appropriate software license (e.g., GLP, MIT, Apache, etc.). If you are not sure about the boundary, please contact the instructor.

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**

(Subject to change with class consultation)

Class	Date	Topics	Readings	Assignments*
1	11/05 (Tue)	[Course Introduction] Hello Python	<a href="#">Class reading</a>	
2	11/07 (Thu)	Lists Functions, methods, packages		DA#1, #2 open
3	11/12 (Tue)	[Data Analytics and Visualization] Scientific computing with <code>numpy</code>	<a href="#">Class reading</a>	
4	11/14 (Thu)	Plotting with <code>matplotlib</code> Dictionaries and <code>pandas</code> dataframes		DA#1 due (11/18)
5	11/19 (Tue)	Logic, control flow, and filtering <code>for</code> and <code>while</code> loops		
6	11/21 (Thu)	[Data Collection and Management] User defined functions		DA#2 due (11/25)
7	11/26 (Tue)	Data collection with Twitter API Word cloud and text analytics		Project open
8	11/28 (Thu)	[Algorithms and Computing Platforms] Case: Mobile app matching	<a href="#">Class reading</a>	Book review due (12/02)
9	12/03 (Tue)	[AI and Machine Learning] Case: Social media analysis with deep learning	<a href="#">Class reading</a>	
10	12/05 (Thu)	[Societal Issues of Technology] Final review	<a href="#">Class reading</a>	Project due (12/06)
Final Exam	TBD	Paper-based Final Exam (Multiple choices, programming)		

\* DA: DataCamp Assignment