

Supply Chain Management
Course Number: 33:799:470
Course Title: Business Intelligence for Supply Chains & Marketing

COURSE DESCRIPTION

This course is focused on teaching you the fundamentals and concepts of Business Intelligence in Supply Chain & Marketing. It will help you to understand what business intelligence (BI) and big data are, what drives the adoption of BI by leading companies, what its components are and what the technical and organizational issues are that most affect BI's success.

COURSE MATERIALS

Text for Course

Cindi Howson, *Successful Business Intelligence: Unlock the Value of BI & Big Data, 2nd Edition*, McGraw Hill Education

The *New York Times*, *The Wall Street Journal* and other business related publications will be utilized to provide additional material for class discussions, assignments and exams.

LEARNING OUTCOMES

At the completion of this course, you will be able to:

- 1) Understand what BI and Big Data are
 - 2) What drives the adoption of BI at companies
 - 3) What components constitute BI
 - 4) Understand the technical and organizational issues are that impact BI's success
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DEADLINE EXTENSION POLICY

Deadlines will not be extended, unless you have a RU authorized absence of documented personal emergency. In such cases you must notify the instructor AT LEAST (3) days before the deadline.

ACADEMIC INTEGRITY

I do NOT tolerate cheating. Students are responsible for understanding the RU Academic Integrity Policy <http://academicintegrity.rutgers.edu/>

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, “On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment.” I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don’t let cheating destroy your hard-earned opportunity to learn. See business.rutgers.edu/ai for more details.

CLASSROOM GUIDELINES

- 1) Professional conduct is expected at all times. Our work is no less coordinated or time-sensitive than many tasks encountered in the workplace. Meeting deadlines and obligations are simply one more step in preparation for a successful career in business.
- 2) Class begins on time. Cell phones are to be turned off /set to vibrate before class begins. There will be no texting during class.
- 3) It is rude to the instructor and the other students to leave in the middle of class. Unless you tell me ahead of time of your need to leave, I expect that you will leave only during a break or at the conclusion of class.
- 4) I will utilize campus e-mail to send articles and announcements, as well as to contact you if I need to. You are responsible for checking your e-mail on a regular basis.
- 5) I do not want you to leave at the end of the period, confused or uncertain about the day’s material. I will remain as long as necessary after class for those of you who have any question. Please feel free to email me on any matter. I will respond promptly, but occasionally I will not be able to respond as fast as some of you may prefer in the modern era of instantaneous communications.
- 6) Participation constitutes a significant portion of your grade for this class. Your participation grade is based upon both participation in the classroom AND attendance. I expect you to be active participants in classroom discussions on an on-going basis. You are here to learn, and I am here to help. Engaging classes allow us to cover the course content fully, understand the elements of the instruction and also have fun in doing so. No one wants 3+ hours of lecture for their course.
- 7) You are allowed one excused absence for the semester. After this is used, your excused absences will start to count against the attendance portion of your grade. Excused absences must be coordinated in advance with me via email/phone/class discussion prior to the event. Two Excused Absences will count the same as One Unexcused Absence. Un-excused absences are unacceptable and are weighted even more against your attendance portion of your grade.
- 8) We are going to have guest speakers and also a case study, as yet to be determined, to augment the textbook. The goal of these events is to introduce you to other professionals in the Supply Chain field that utilize BI in conjunction with their jobs.

GRADING

Case Presentations	25%
Class Participation	25%

Mid Term	25%
Final Exam	25%

Grading Scale and Make-up Exam Policy

A	90-100
B	80-89
C	70-79
D	60-69
F	59 and below

There will be no make-up exam unless you have an RU authorized absence or documented personal emergency. In such cases you must notify the instructor BEFORE the exam.

COURSE SCHEDULE

Tentative Schedule
LECTURE & DISCUSSION – Introduction and Overview of Business Intelligence for Supply Chain and Marketing.
LECTURE & DISCUSSION– Chapter 1 BI and Big Data from the Business Side Chapter 2 Technobabble: Components of a business Intelligence Architecture Tableau Overview
LECTURE & DISCUSSION– Chapters 3 The Business Intelligence Front-End: More than a Pretty Face Discuss Case Study
LECTURE & DISCUSSION– Chapter 4 Measures of Success Chapter 5 Catalysts for Success: The LOFT Effect
LECTURE & DISCUSSION – Chapter 6 Executive Support and Culture Chapter 7 The Business / IT Partnership
LECTURE & DISCUSSION – Chapter 8 D is for Data Chapter 9 Relevance
PRESENTATIONS – Team Case Presentations
PRESENTATIONS – Team Case Presentations
LECTURE & DISCUSSION – Chapter 10 Agile Development Chapter 11 Organizing for Success Mid-term review
Mid-term in class

Guest Lecture - LECTURE & DISCUSSION – ()
Final Business Case Planning and Working Time. Tableau Workshop and Webex
LECTURE & DISCUSSION– Chapter 12 The Right BI Tool for the Right User Chapter 13 Other Secrets to Success Chapter 14 The Future of Business Intelligence Review of semester
FINAL EXAM PRESENTATIONS IN CLASS Part 1
FINAL EXAM PRESENTATIONS IN CLASS Part 2

SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at ods.rutgers.edu.

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email dsoffice@echo.rutgers.edu]

[Rutgers University-Newark ODS phone (973)353-5375 or email ods@newark.rutgers.edu]

If you are *pregnant*, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email jackie.moran@rutgers.edu]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email TitleIX@newark.rutgers.edu]

If you seek *religious accommodations*, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email deanofstudents@echo.rutgers.edu]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email DeanofStudents@newark.rutgers.edu]

If you have experienced any form of *gender or sex-based discrimination or harassment*, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu/>.

[Rutgers University-New Brunswick incident report link: <http://studentconduct.rutgers.edu/concern/>. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7 . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at TitleIX@newark.rutgers.edu. If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email run.vpva@rutgers.edu]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via <https://temporaryconditions.rutgers.edu> .

If you are a military *veteran* or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of *mental health* services, please use our readily available services.

[Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]

[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.rutgers.edu/>]

If you are in need of *physical health* services, please use our readily available services.

[Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>]

[Rutgers Health Services – New Brunswick: <http://health.rutgers.edu/>]

If you are in need of *legal* services, please use our readily available services: <http://rusls.rutgers.edu/>

Students experiencing difficulty in courses due to *English as a second language (ESL)* should contact the Program in American Language Studies for supports.

[Rutgers–Newark: PALS@newark.rutgers.edu]

[Rutgers–New Brunswick: eslpals@english.rutgers.edu]

If you are in need of additional *academic assistance*, please use our readily available services.

[Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>]

[Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>]

[Rutgers University-New Brunswick Learning Center: <https://rlc.rutgers.edu/>]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.
- Students must sign, date, and return a statement declaring that they understand this syllabus.]