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. Most importantly, it will help you understand how to successfully utilize data driven decision making in the business world you are preparing to join.

- The course will consist of general lecture, guest speakers and group participation. We will analyze and discuss companies that embrace the use of Business Intelligence and Big Data in the pursuit of success vs. their competition.
- During the course we will have Case Studies that are worked on utilizing a team approach, in order to leverage everyone’s shared experiences. In addition we will have a quiz a mid-term and a final (Case Study & Presentation)
- Class participation in discussions and presentations is required by all students.

COURSE MATERIALS


- Check Blackboard (blackboard.rutgers.edu) and your official Rutgers email account regularly.
- 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 GOALS AND OBJECTIVES

- This course is designed to help students develop skills and knowledge in the following area(s):
  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

- Students develop these skills and knowledge through the following course activities and assignments:
  - The course will consist of general lecture, guest speakers and group participation. We will analyze and discuss companies that embrace the use of Business Intelligence and Big Data in the pursuit of success vs. their competition.
During the course we will have Case Studies that are worked on utilizing a team approach, in order to leverage everyone’s shared experiences. In addition we will have a quiz a mid-term and a final (Case Study & Presentation). Class participation in discussions and presentations is required by all students.

**PREQUISITES**

Prerequisites for participation in this course are per guidance from the Supply Chain & Marketing Department Curriculum requirements.

**ACADEMIC INTEGRITY**

_I do NOT tolerate cheating._ Students are responsible for understanding the RU Academic Integrity Policy ([http://academicintegrity.rutgers.edu/files/documents/AI_Policy_2013.pdf](http://academicintegrity.rutgers.edu/files/documents/AI_Policy_2013.pdf)). 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](http://business.rutgers.edu/ai) for more details.

**ATTENDANCE AND PREPARATION POLICY**

- Expect me to attend all class sessions. I expect the same of you. If I am to be absent, my department chair or I will send you notice via email and Blackboard as far in advance as possible. If you are to be absent, report your absence in advance at [https://sims.rutgers.edu/ssra/](https://sims.rutgers.edu/ssra/). If your absence is due to religious observance, a Rutgers-approved activity, illness, or family emergency/death and you seek makeup work, also send me an email with full details and supporting documentation within 1 days of your first absence. [Explain other aspects of your absence policy in detail; it will save you trouble later.]

- For weather emergencies, consult the campus home page. If the campus is open, class will be held.

- Expect me to arrive on time for each class session. I expect the same of you. If you are going to be tardy, then email or text me prior to the class beginning.

- Expect me to remain for the entirety of each class session. I expect the same of you. If you are going to leave early, you need to coordinate this in advance of the class. Email or text me prior to class beginning.

- Expect me to prepare properly for each class session. I expect the same of you. Complete all background reading and assignments. You cannot learn if you are not prepared. The minimum expectation is that for each 3-hour class session, you have prepared by studying for at least twice as many hours.

- Expect me to participate fully in each class session. I expect the same of you. Stay focused and involved. You cannot learn if you are not paying attention.
CLASSROOM CONDUCT

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) 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.

8) No more than 2 EXCUSED ABSENCES are allowed for this course. These must be coordinated in advance with me. Email is the preferred method of notification. There is no excuse for you to not communicate your absences in advance with me. This also includes being late to class. If you are running late, email me. Common courtesy is expected and appreciated.

EXAM DATES AND POLICIES

There are 2 exams in this course:

Midterm Exam: March 12, 2015 - Multiple Choice & Essay.

Final Exam: May 7, 2015, 6:40pm, Tillman 209. Final Business Case Study by team.

There may also be quizzes, as necessary to ensure that the class is engaged and covering all material. This will be determined by classroom presentation and engagement. The more active the students are in class and meaningful discussion, the less likely the chance of having quizzes to evaluate where we are in learning the material.

During exams, the following rules apply:
- If you have a disability that influences testing procedures, provide me an official letter from the Office of Disability Services at the start of the semester.
- No cell phones or other electronics are allowed in the testing room.
- You must show a valid Rutgers photo ID to enter the room and to turn in the exam.
- Alternate seating; do not sit next to another student or in your usual seat.
- Use the bathroom prior to the exam start; bathroom breaks, if essential, will be escorted.
- Your exam will not be accepted unless you sign the Honor Pledge.

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**FINAL GRADE ASSIGNMENT**

Course grades are determined as follows:

**GRADING:**
- Case Presentations: 25%
- Class Participation: 25%
- Mid Term: 25%
- Final Exam: 25%

**Grading Scale and Make-up Exam Policy**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Range</th>
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<tbody>
<tr>
<td>A</td>
<td>90-100</td>
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<tr>
<td>B</td>
<td>80-89</td>
</tr>
<tr>
<td>C</td>
<td>70-79</td>
</tr>
<tr>
<td>D</td>
<td>60-69</td>
</tr>
<tr>
<td>F</td>
<td>59 and below</td>
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</tbody>
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There will be no make-up exam unless you have a RU authorized absence or documented personal emergency. In such cases you must notify the instructor BEFORE the exam.

**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.

**Additional Grading Parameters and Requirements**

- **Business Case Studies and Final Exam:** You will have two business case studies during this course where you will be a member of a team. Your efforts on the team will be a part of your grade. I will review your contributions to the team via discussion with your team members, prior to and after your presentation. Make sure you are an active participant on your team. If you are not, your grade will suffer and will also impact the team’s grade. You need to put in the effort to earn the grade. This is no different in the business world, where you will very often be involved in cross-functional team assignments, where others are dependent upon your work effort and input. Presentations usually last for two classes. You need to be present for BOTH CLASSES, even if your team is not presenting. If you are not, you will have points deducted from your team’s grade. It is not only a requirement, but a professional courtesy to the other teams, that you are in attendance for BOTH CLASSES.

- **Extra credit:** None at this time.
- **Grade distribution:** N/A
- **Grade posting:** I will post your grades on Blackboard as soon as possible after the EXAM.
- **Return of graded items:** I will attempt to have your graded items returned by the next class.
- **Warning grade roster:** I have not issued warning grades in the past. If I feel that you are in danger of failing this course, I will set up a time to meet with you to discuss the situation and what I feel you need to do in order to improve your performance.

- **Pregrading & regrading:** If asked, I will review assignments in advance to ensure you are on track with the submission and the expectations. I normally do not regrade assignments unless there are extenuating circumstances that merit this.

- **Grade grubbing:** Your final grade is not subject to negotiation. If you feel I have made an error, submit your written argument to me within one week of receiving your final grade. Clarify the precise error I made and provide all due supporting documentation. If I have made an error, I will gladly correct it. But I will adjust grades only if I have made an error. I cannot and will not adjust grades based on consequences, such as hurt pride, lost scholarships, lost tuition reimbursement, lost job opportunities, or dismissals. Do not ask me to do so. It is dishonest to attempt to influence faculty in an effort to obtain a grade that you did not earn, and it will not work.

Supply Chain Management *(33:799:470)*

**COURSE SCHEDULE**

<table>
<thead>
<tr>
<th>Thursday</th>
<th>Tentative Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan. 22</td>
<td>AH LECTURE &amp; DISCUSSION – Introduction and Overview of Business Intelligence for Supply Chain and Marketing.</td>
</tr>
<tr>
<td>Jan. 29</td>
<td>AH LECTURE &amp; DISCUSSION – Chapters 1,2</td>
</tr>
<tr>
<td>Feb. 5</td>
<td>AH LECTURE &amp; DISCUSSION – Chapters 3, Discuss Case Study</td>
</tr>
<tr>
<td>Feb. 12</td>
<td>AH LECTURE &amp; DISCUSSION – Chapters 4,5</td>
</tr>
<tr>
<td>Feb. 19</td>
<td>AH LECTURE &amp; DISCUSSION – Chapters 6,7</td>
</tr>
<tr>
<td>Feb. 26</td>
<td>AH PRESENTATIONS – Team Case Presentations</td>
</tr>
<tr>
<td>Mar. 5</td>
<td>AH PRESENTATIONS, LECTURE &amp; DISCUSSION – Team Case Presentations, Mid-term review</td>
</tr>
<tr>
<td><strong>MID-TERM</strong></td>
<td>AH Mid-term in class</td>
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<tr>
<td>Mar. 12</td>
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<tr>
<td>Mar. 19</td>
<td>AH Spring Recess - Off</td>
</tr>
<tr>
<td>Mar. 26</td>
<td>AH LECTURE &amp; DISCUSSION – Chapters 8,9</td>
</tr>
<tr>
<td>Apr. 2</td>
<td>AH LECTURE &amp; DISCUSSION – Chapters 10,11</td>
</tr>
<tr>
<td>Apr. 9</td>
<td>AH Guest Lecture / Panel Discussion – Cindi Howson, Author of ‘Successful Business Intelligence’</td>
</tr>
<tr>
<td>Apr 16</td>
<td>AH LECTURE &amp; DISCUSSION – Chapters 12,13</td>
</tr>
<tr>
<td>Apr. 23</td>
<td>AH LECTURE &amp; DISCUSSION –</td>
</tr>
</tbody>
</table>
Chapter 14 –

Apr. 30 AH Review of semester

FINAL
May, 7 AH FINAL EXAM IN CLASS

SUPPORT SERVICES


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.
[Select for inclusion in syllabus based on course location]
[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.
[Select for inclusion in syllabus based on course location]
[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/

If you are in need of additional academic assistance, please use our readily available services.
[Select for inclusion in syllabus based on course location; undergraduate only]
[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/]