ANLY699 16

Course Summary

Course : ANLY699 **Title :** Analytics Project
Length of Course : 16
Prerequisites : N/A **Credit Hours :** 6

Description

Course Description: Preparation for the Applied Business Analytics Project/Capstone begins on day one of a student's graduate program of study. The theories, research methods, analytical skills, analytical tools, and substantive knowledge obtained through their master's curriculum provide the basis for a major data analysis project. Students will work closely with the assigned faculty member to develop the subject matter of their project. The experiential or practical component of the class aims to apply learning in an aspect of interest related to the degree and concentrations of the student's areas of specialization. It is understood to be a supervised project where data is collected from or about an approved organization. The selection of an organization or site for the project must relate to the content of the student's course work and/or analytics concentration. Goals of the applied project will be submitted by the student using an application for approval to the faculty member and/or Program Director. The organization will serve as an opportunity to experience the practice of business or big data analytics. This option will act as a capstone of the student's program and is to be completed in the student's final semester.

Course Scope:

The purpose of this capstone course is to provide an opportunity for students to integrate the knowledge gained completing various courses in Analytics. Students are expected to complete an approved project that demonstrates mastery of course concepts and their applications. Students should complete all required coursework prior to this course.

Objectives

After successfully completing this course, you will be able to

CO1: Review various course concepts connected to Business Analytics

CO2: Compare and synthesize various analytical concepts as it relates to current needs in today's business environment.

CO3: Apply substantive knowledge obtained through the curriculum to complete a major business analytics project.

CO4: Analyze and interpret results to solve a business problem.

CO5: Develop scholarly communication skills to present results of the project

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Outline

Week 1:

Topic

Introduction and goal setting

Learning Objectives

CO1-CO2

Readings

Title of Video: Purdue OWL: APA Formatting - The Basics

This video cast outlines how to format your paper using Microsoft Word according to APA style

http://www.youtube.com/watch?v=pdAflqRt60c

Title of Video: Purdue OWL: APA Formatting: Reference List Basics

This video cast introduces the viewers to the basics of APA style documentation with emphasis on reference list

http://www.youtube.com/watch?v=HpAOi8-WUY4

Assignment

Forum: Introduction

Assignment: Program of study and goals for the project

Week 2:

Topic

Identify project ideas and data sources

Learning Objectives

CO1-CO2

Readings

http://apus.libguides.com/BusinssAnalytics

Assignment

Forum: Identify projects

Assignment: Identify data sources for the project

Week 3:

Topic

Brainstorm project ideas and describe analytical concepts and tools

Learning Objectives

CO1-CO3

Readings

http://apus.libguides.com/BusinssAnalytics

Assignment

Forum: Brainstorm project ideas

Assignment: Describe analytical concepts and tools

Week 4:

Topic

Discuss data sources and submit project proposal

Learning Objectives

CO1-CO3

Readings

http://apus.libguides.com/BusinssAnalytics

Assignment

Forum: Discuss data sources

Assignment: Write a proposal for the selected project

Week 5:

Topic

Seek feedback from peers and submit literature review

Learning Objectives

CO1-CO3

Readings

http://apus.libguides.com/BusinssAnalytics

Assignment

Forum: Discuss project proposal and seek feedback from peers

Assignment: Submit detailed literature review of the selected analytical theory/concept/tool and its applications

Week 6:

Topic

Share questions and concerns and submit timelines for project activities

Learning Objectives

CO1-CO3

Assignments

http://apus.libguides.com/BusinssAnalytics

Assignment

Forum:

Share experiences/issues/questions/concerns relating to the project

Assignment: Submit milestones and timelines for project activities

Week 7:

Topic

Share questions and concerns and submit reference list for the project

Learning Objectives

CO1-CO3

Readings

http://apus.libguides.com/BusinssAnalytics

Assignment

Forum:

Share experiences/issues/questions/concerns relating to the project

Assignment: Submit a reference list for the project

Week 8:

Topic

Share questions and concerns and submit data for the project

Learning Objectives

CO1-CO3

Readings

http://apus.libguides.com/BusinssAnalytics

Assignment

Forum:

Share experiences/issues/questions/concerns relating to the project

Assignment: Submit data for the project

Week 9:

Topic

Share questions and concerns and submit data analysis plan for the project

Learning Objectives

CO1-CO4

Readings

http://apus.libguides.com/BusinssAnalytics

Assignment

Forum:

Share experiences/issues/questions/concerns relating to the project

Assignment: Submit plan for analysis in three stages.

Complete second interaction with faculty

Week 10:

Topic

Share questions and concerns and submit stage 1 of analysis

Learning Objectives

CO1-CO4

Readings

http://apus.libguides.com/BusinssAnalytics

Assignment

Forum:

Share experiences/issues/questions/concerns relating to the project

Assignment: Submit stage 1 analysis results

Week 11:

Topic

Share questions and concerns and submit stage 2 of analysis

Learning Objectives

CO1-CO4

Readings

http://apus.libguides.com/BusinssAnalytics

Assignment

Forum:

Share experiences/issues/questions/concerns relating to the project

Assignment: Submit stage 2 analysis results

Week 12:

Topic

Share questions and concerns and submit stage 3 of analysis

Learning Objectives

CO1-CO4

Readings

http://apus.libguides.com/BusinssAnalytics

Assignment

Forum:

Share experiences/issues/questions/concerns relating to the project

Assignment: Submit stage 3 analysis results

Complete third interaction with faculty

Week 13:

Topic

Discuss and submit section I of final paper

Learning Objectives

CO1-CO5

Readings

http://apus.libguides.com/BusinssAnalytics

Assignment

Forum:

Discuss section I of final paper

Assignment: Submit Section I – Introduction for final paper

Week 14:

Topic

Discuss and submit section II of final paper

Learning Objectives

CO1-CO5

Readings

http://apus.libguides.com/BusinssAnalytics

Assignment

Forum:

Discuss section II of final paper

Assignment: Submit Section II – Discussion of the problem

Week 15:

Topic

Discuss and submit sections III and IV of final paper

Learning Objectives

CO1-CO5

Readings

http://apus.libguides.com/BusinssAnalytics

Assignment

Forum:

Discuss sections III and IV of final paper

Assignment: Submit sections III and IV – Project summary and conclusion

Week 16:

Topic

Course reflection

Readings

Assignment

Forum:

Share your experiences completing the project .

Evaluation

Grading:

Name	Grade %

Materials

Book Title: No text books required. Students may use learning materials, and text books from previous analytics courses as references.

Author: N/A

Publication Info:

ISBN: N/A

Required Course Textbooks

There are no textbooks in this course but you are free to access any and all textbooks and materials from your prior courses at APUS as reference material for your work in this course. In addition, you can review the resources listed below:

http://apus.libguides.com/research_methods_guide/research_methods_writing-lit-review

How do I write a literature review?
How do I format a literature review?

What's the difference between an annotated bibliography and a literature review?

Course Guidelines

Writing Expectations

Students will submit weekly assignments as Word documents following APA format including title and reference pages. Responses must be clear, concise and specific to assigned topics.

Citation and Reference Style

Attention Please: Students will follow the APA Format as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation style cited in the APA Format.

Late Assignments

Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. As adults, students, and working professionals, I understand you must manage competing demands on your time. Should you need additional time to complete an assignment, please contact me before the due date so we can discuss the situation and determine an acceptable resolution. Routine submission of late assignments is unacceptable and may result in points deducted from your final course grade.

Netiquette

Online universities promote the advancement of knowledge through positive and constructive debate – both inside and outside the classroom. Forums on the Internet, however, can occasionally degenerate into needless insults and "flaming." Such activity and the loss of good manners are not acceptable in a university setting – basic academic rules of good behavior and proper "Netiquette" must persist. Remember that you are in a place for the rewards and excitement of learning which does not include descent to personal attacks or student attempts to stifle the Forum of others.

- **Technology Limitations:** While you should feel free to explore the full-range of creative composition in your formal papers, keep e-mail layouts simple. The Sakai classroom may not fully support MIME or HTML encoded messages, which means that bold face, italics, underlining, and a variety of color-coding or other visual effects will not translate in your e-mail messages.
- **Humor Note:** Despite the best of intentions, jokes and especially satire can easily get lost or taken seriously. If you feel the need for humor, you may wish to add "emoticons" to help alert your readers: ;-), :), J

Disclaimer Statement

Course content may vary from the outline to meet the needs of this particular group.

Academic Services

The Online Library is available to enrolled students and faculty from inside the electronic campus. This is your starting point for access to online books, subscription periodicals, and Web resources that are designed to support your classes and generally not available through search engines on the open Web. In addition, the Online Library provides access to special learning resources, which the University has contracted to assist with your studies. Questions can be directed to **librarian@apus.edu**.

- ***Charles Town Library and Inter Library Loan:*** The University maintains a special library with a limited number of supporting volumes, collection of our professors' publication, and services to search and borrow research books and articles from other libraries.
- ***Electronic Books:*** You can use the online library to uncover and download over 50,000 titles, which have been scanned and made available in electronic format.
- ***Electronic Journals:*** The University provides access to over 12,000 journals, which are available in electronic form and only through limited subscription services.
- ***Tutor.com***: AMU and APU Civilian & Coast Guard students are eligible for 10 free hours of tutoring provided by APUS. Tutor.com connects you with a professional tutor online 24/7 to provide help with assignments, studying, test prep, resume writing, and more. Tutor.com is tutoring the way it was meant to be. You get expert tutoring whenever you need help, and you work one-to-one with your tutor in your online classroom on your specific problem until it is done.
- ***Disability Accommodations***: Students are encouraged email dsa@apus.edu to discuss potential academic accommodations and begin the review process.

   Library Guide for your course (http://apus.libguides.com/BusinssAnalytics)

   The AMU/APU Library Guides provide access to collections of trusted sites on the Open Web and

licensed resources on the Deep Web. The following are specially tailored for academic research at APUS:

- Program Portals contain topical and methodological resources to help launch general research in the degree program. To locate, search by department name, or navigate by school.

- Course Lib-Guides narrow the focus to relevant resources for the corresponding course. To locate, search by class code (e.g., SOCI111), or class name.

  If a guide you need is not available yet, please email the APUS Library: librarian@apus.edu.

Turnitin.com

Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze a paper and report instances of potential plagiarism for the student to edit before submitting it for a grade. In some cases professors may require students to use Turnitin.com. This is automatically processed through the Assignments area of the course.

University Policies

Student Handbook

- Drop/Withdrawal policy

- Extension Requests

- Academic Probation

- Appeals

- Disability Accommodations

The mission of American Public University System is to provide high quality higher education with emphasis on educating the nation's military and public service communities by offering respected, relevant, accessible, affordable, and student-focused online programs that prepare students for service and leadership in a diverse, global society.

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