This syllabus contains the policies and expectations I have established for INFO 3236 — 001. Please read the entire syllabus carefully before continuing in this course. These policies and expectations are intended to create a productive learning atmosphere for all students. Unless you are prepared to abide by these policies and expectations, you risk losing the opportunity to participate further in the course.

Course Description
This course covers various data mining and business intelligence methods, such as rule-based systems, decision trees, and logistic regression. In addition, this course also covers online analytical processing (OLAP) and statistical analysis as well as issues relating to modeling, storing, securing, and sharing the organizational data resources.

Course Objectives
“Business analytics” refers to the extensive use of data, statistical and quantitative analysis, explanatory and predictive models, and fact-based management to drive decisions and actions (Davenport and Harris, 2007, Competing on Analytics: The New Science of Winning). This class will provide the conceptual foundations of business analytics and an overview of several analytics techniques and software tools.

The specific learning objectives are as follows:
1. To develop an understanding of business intelligence, analytics and decision support.
2. To understand the principles of data management for analytics.
3. To understand different data mining and analytics tools and techniques (e.g., decision trees, logistic regression, cluster analysis, etc.) for solving business problems.
4. To understand when and how to apply the learned analytics techniques to real-world business problems.
5. To understand the ethical and privacy issues when practicing business analytics.

Prerequisites:
Junior or senior standing; and MIS, OSCM, Economics, or Marketing major or minor in good standing; or permission of department.

Course Material and Software
There is no required textbook for the class.

Slides, assignments, readings, problems, and links to articles for class discussions will be posted on Canvas.

This class will use SAS Enterprise Guide and SAS Enterprise Miner Workstation. MS Excel will be used occasionally but it is not the focus of this class. You can download the software to your personal computer from software.uncc.edu. They are also installed in the labs 280 and 339 in Friday building. Alternatively, you can use UNCC Apporto to get access to the software.
UNC Charlotte students can download Microsoft Office 365 ProPlus (Word, PowerPoint, Excel +) for FREE by following the instructions in this FAQ. Apporto provides faculty and students access to VIRTUAL specialized software applications (e.g. SAS) stored in the Cloud. The software can be accessed from any device, anytime and it provides a consistent experience no matter what hardware a student is using.

**Course Grading**
Each student can earn a maximum of 400 points (100%) by completing the required tasks successfully. A letter grade will be awarded at the end of the semester as your final grade based on your total points.

<table>
<thead>
<tr>
<th>Item</th>
<th>Points in Final Grade</th>
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<tbody>
<tr>
<td>Exams</td>
<td>240</td>
</tr>
<tr>
<td>Assignments and Quizzes</td>
<td>100</td>
</tr>
<tr>
<td>Class Participation</td>
<td>15</td>
</tr>
<tr>
<td>Group Project</td>
<td>45</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>400</strong></td>
</tr>
</tbody>
</table>

Final letter grade will be calculated based on the following scale:
- A: 360 and above;
- B: 320 to less than 360;
- C: 280 to less than 320;
- D: 240 to less than 280;
- F: below 240

The course grades are posted on Canvas for informational purposes only. The official overall grade is computed and kept in the instructor’s grade book.

**Exams**
There will be two exams: the mid-term exam and the final exam. The exams may include multiple-choice questions, short-answer, essay-type questions, and problem solving with analytics software. The exams may contain material that is not in the slides or handouts but was covered in the class. The entire or part of the exams will be closed book and notes. Any changes to the exam settings will be informed by the instructor in class and/or through announcements. The submission type of both exams is individual. Collaboration between or among students are prohibited and students must follow UNCC’s Code of Student Academic Integrity (https://legal.uncc.edu/policies/up-407).

**Missed exams:** Missing an exam without prior approval and/or providing supporting documentation within the following timeframe will receive a grade of zero for that exam. In the event that the excuse is approved before the exam date (a rare case and requires supporting documentation), the student will be given a make-up exam. A student who misses an exam without prior approval, possibly due to unexpected situation on the exam day, should contact the instructor within 6 hours of the exam start date/time and provide appropriate supporting documentation to be eligible for a makeup exam. It is the student’s responsibility to be aware of and follow the attendance and participation policy and no special accommodations will be made for any exceptions. No makeup exam will be given after the last day of class.

Exams take a lot of time and effort to prepare and, as a form of intellectual property, belong to those who create them (i.e., professors). Consequently, students are not allowed to copy or record any exam questions. **Any violation of these requirements** will be considered theft of intellectual property and will result in an exam grade of zero automatically and warrant further disciplinary actions.

**Assignments**
There will be 5 homework assignments (85 points in total) throughout the semester. All except the first one are individual submissions. The first assignment is about students’ self-introduction and project team
formation. All of the remaining four assignments will be data management and analytics assignments using SAS. The detailed instructions and datasets will be posted in Canvas. You need to submit your answers through course canvas. The tentative due dates of all assignments are provided in the table on the last page of this syllabus. Assignments are due at 4:00pm EST on the due date. No late submissions of assignments will be accepted. In other words, you will receive a zero for the late assignment.

For individual based assignments, each student must develop his or her own solutions to the assigned homework. Students may not "work together" on solutions to homework assignments. A student may not use or copy (by any means) another's work (or portions of it) and represent it as his/her own. These academic misconduct will result in a grade of zero for the assignment at a minimum with a possibility for further disciplinary action.

**Quizzes**

There will be two individual quizzes (15 points in total), aiming to reinforce students’ learning and identify problems with concept understanding. The question types may include true/false, multiple-choice, fill in the blank, and short-answer questions. **It is the student’s responsibility to take the practice quiz (as many times as needed) to get familiar with how the exam system works.** Quiz questions will not be accessible after you take the quizzes. In general, there will be NO MAKE UP quizzes unless a student has requested in advance with legitimate reasons and relevant support documents.

**Group Project**

Students are required to complete a group project (45 points) by using the learned data analytics techniques and SAS Enterprise Guide/Miner to analyze a dataset. The instructor will provide data sets and the students will be working in team to analyze the data as instructed. More detail will be provided in a separate document. All project deliverables are due at 4:00pm on the scheduled dates and should be submitted to canvas.

Students should create 3-member project teams on their own. Any deviation from the group size will require the instructor’s permission. Once a group is formed, each group member is expected to contribute to the course group actively and equally. If necessary, peer evaluations will be factored into the grade.

**Class Participation**

Students are expected to attend every class and remain in class for the entire duration of the session. Class attendance will be taken at random in class throughout the semester. A student’s attendance grade is the percentage of attendance multiplies 5. Failure to attend class or arriving late may impact your ability to achieve course objectives. **Tardiness or early departure is strongly discouraged in this class. Recurrence of such behavior will be noted and may lead to deduction of points in class participation grade.**

Class and strongly encouraged to actively engage in class discussion, such as asking/answering questions and sharing real-life experiences related to the course material. The participation is rated in the following scale: 2 (rare participation), 3 (occasional participation), 4 (regular participation), 5 (exceptional participation).

An absence, excused or unexcused, does not relieve a student of any course requirement. Regular class attendance is a student's obligation, as is a responsibility for all the work of class meetings, including tests and written tasks. You are responsible for all lecture material regardless of whether you attend each class. Please note that office hours are not to be used as a substitute for class attendance. Failure to attend class will affect the class participation portion of your grade.

To get exposed to the breadth of business analytics and to promote knowledge sharing, each student will give a short presentation (~5 minutes) on a self-selected article or case study on business analytics published since 2016 (5 points).

- The presentations will be scheduled throughout the semester by the instructor.
The presentation will be based on your selected article from an academic journal, trade magazine, conference proceeding, whitepaper, and/or company websites that have applied business analytics to solve a real-world problem using one or more datasets. The article or case study should contain significant content.

Your presentation is expected to cover problem context, methods, and findings from the selected article.

You can search related articles from the UNCC library web portal and/or Google Scholar using keyword search.

You are expected to prepare a presentation file in support of your presentation. The presentation file should be submitted to Canvas by **4:00pm on the scheduled date of your presentation**.

Class Policies

Niner Nation Cares

All students must follow the updates and instructions related to Fall semester reopening posted on [http://ninernationcares.uncc.edu](http://ninernationcares.uncc.edu) and [https://ninernationcares.uncc.edu/students](https://ninernationcares.uncc.edu/students). For your own health and safety and that of your friends and families, make sure to adhere to the health and safety guidelines posted on the above links. Please do not treat these guidelines lightly.

It is the current policy of UNC Charlotte that as a condition of on-campus enrollment, all students are required to engage in safe behaviors to avoid the spread of COVID-19 in the 49er community. Such behaviors specifically include the requirement that all students properly wear CDC-compliant face coverings in all indoor spaces on campus, including classrooms and labs, regardless of vaccination status. Failure to comply with this policy in the classroom or lab may result in dismissal from the current class session. If the student refuses to leave the classroom or lab after being dismissed, the student may be referred to the Office of Student Conduct and Academic Integrity for charges under the Code of Student Responsibility. Because refusal to wear a mask threatens the health of other students, I may additionally adjourn class temporarily or for the remainder of the class period to ensure a safe learning environment.

Attendance and Participation Policy

Students are expected to attend every class and remain in class for the duration of the session when it is safe to do so in accordance with university guidance regarding COVID-19. Failure to attend class or arriving late may impact your ability to achieve course objectives which could affect your course grade. An absence, excused or unexcused, does not relieve a student of any course requirement.

Regular class attendance is a student’s obligation, as is a responsibility for all the work of class meetings, including tests and written tasks. Any unexcused absence or excessive tardiness may result in a loss of participation points. **Please note that office hours are not to be used as a substitute for class attendance.**

Students are encouraged to work directly with their instructors regarding class absences, where a student is able to provide an instructor with appropriate supporting documentation of the absence. For absences related to COVID-19, please adhere to the following:

- **Complete your Niner Health Check** each morning.
- **Do not come to class if you are sick.** Please protect your health and the health of others by staying home. Contact your healthcare provider if you believe you are ill.
- **If you are sick:** If you test positive or are evaluated by a healthcare provider for symptoms of COVID-19, indicate so on your Niner Health Check to alert the University. Submit a copy of your Niner Health Check notification email to your instructors. Upon learning that you have tested positive or have been diagnosed for symptoms of COVID-19, either from your reporting or from Student health Center testing or diagnosis, representatives from Emergency Management and/or the Student Health Center will follow up with you, and your instructors will be notified of the need for accommodations, as necessary.
• If you have been exposed to COVID-19 positive individuals and/or have been notified to self-quarantine due to exposure, indicate so on your Niner Health Check to alert the University. Representatives from Emergency Management and/or the Student Health Center will follow up with you as necessary. Submit a copy of your Niner Health Check notification email to your instructors. If you need any additional support verifying your absence after you have communicated with your professors, contact Student Assistance and Support Services (SASS).

To return to class after being absent due to a period of self-quarantine, students should submit a copy of their Niner Health Check clearance email to their instructor(s). To return to class after being absent due to a COVID-19 diagnosis, students should submit an online request form to SASS. Supporting documentation can be attached directly to the request form and should be from a student’s health care provider or the Student Health Center, clearly indicating the dates of absences and the date the student is able to return to class. Instructors will be notified of such absences.

Should a student need assistance from the SASS office in verifying an emergency situation, they can submit an online request form and attach supporting documentation. Please note that students are not required to go through the SASS office at any time regarding absence verification, and the SASS office does not have the authority to excuse absences, allow for make-up work, or provide other academic accommodations. The final decision for approval of all absences and missed work is determined by the instructor.

In cases of absence due to pregnancy or parenting (pregnancy, childbirth, false pregnancy, termination of pregnancy, or recovery from any of these conditions), students should contact the Title IX Office to obtain absence verification by completing the form at http://bit.ly/332eaGd.

If I am late in arriving to class, you must wait a full 20 minutes after the start of class before you may leave without being counted absent, or you must follow any written instructions I may give you about my anticipated tardiness.

The United States Department of Education requires UNC Charlotte’s Office of Financial Aid to determine if a student who receives financial aid and fails to earn a passing grade in a course has actually attended and/or completed the course. Because I do not take regular attendance for this course, the date I will report as your last date of attendance will be the latest of the following:
• The date you last participated in an online discussion or activity;
• The date you last submitted an assignment/project/exam/quiz; or
• The date you last initiated contact with me to ask a question about the course or course content.

If you earn an F or U grade, your last date of attendance will be reported to the U.S. Department of Education. This may require you to pay back any financial aid funds received for this course. (For additional information, see Last Date of Attendance FAQs on the Registrar’s website.)

If I am late to class, you must wait a full 20 minutes after the start of class before you may leave without being counted absent, or you must follow any written instructions I may give you about my anticipated tardiness.

Withdrawals
Students are expected to complete all courses for which they are registered at the close of the add/drop period. If you are concerned about your ability to succeed in this course, it is important to make an appointment to speak with me as soon as possible. The University policy on withdrawal allows students only a limited number of opportunities available to withdraw from courses. It is important for you to understand the financial and academic consequences that may result from course withdrawal.

Class Behavior Policy
I will conduct this class in an atmosphere of mutual respect. I encourage your active participation in class discussions. Each of us may have strongly differing opinions on the various topics of class discussions. The conflict of ideas is encouraged and welcome. The orderly questioning of the ideas of others, including mine, is similarly welcome. However, I will exercise my responsibility to manage the discussions so that ideas and argument can proceed in an orderly fashion. You should expect that if your conduct during
class discussions seriously disrupts the atmosphere of mutual respect I expect in this class, you will not be permitted to participate further.

Under no circumstances will students be permitted to spend their lab time working on assignments for other classes, checking e-mail, or surfing the Web. Attempts to engage in such behavior will be reflected in lower grades and may lead to removal from the course.

All students and the instructor are expected to engage with each other respectfully. Unwelcome conduct directed toward another person based upon that person’s actual or perceived race, actual or perceived gender, color, religion, age, national origin, ethnicity, disability, or veteran status, or for any other reason, may constitute a violation of University Policy 406, The Code of Student Responsibility. Any student suspected of engaging in such conduct will be referred to the Office of Student Conduct.

**Communication Device and Computer Use**
The use of cell phones, smart phones, or other mobile communication devices is disruptive, and is therefore prohibited during class. Except in emergencies, those using such devices must leave the classroom for the remainder of the class period.

Students are permitted to use computers during class for note-taking and other class-related work only. Those using computers during class for work not related to that class must leave the classroom for the remainder of the class period.

**Laptop Requirement**
We want you to be properly prepared with the technology needed for your college career.

- We have a new [laptop requirement](#) for all incoming students starting this fall.
- You may bring a laptop you already have or choose to purchase one from any vendor. [Read the laptop requirement FAQs here](#).

Webcam is required for using Lockdown Browser with Respondus Monitor. Please note that students have to install only the Lockdown Browser, and that too only through Canvas. There are no additional installations or license requirements for Respondus Monitor.

In case of any technical issues with a student’s laptop that may affect the student’s participation in class and/or completion of coursework, the issues must be resolved within one week by working with the university IT support.

**Student Support**
The details of student support resources available are provided at the following links.

- **Academic support**: [https://ninernationcares.uncc.edu/students/academic-support](https://ninernationcares.uncc.edu/students/academic-support).
- **Health support**: [https://ninernationcares.uncc.edu/health-support-services](https://ninernationcares.uncc.edu/health-support-services).
- **IT support**: [https://help.uncc.edu/](https://help.uncc.edu/)

**Office hours**
Office hours will be held online via zoom. The information about office hours zoom link can be found on Canvas. After you enter the virtual office, your instructor will allow you in in the order of the students who have entered.

**Team Work**
For group activities, each team is responsible for organizing itself, dividing up the work, and deciding how relative contributions should be measured. It is your responsibility to promptly inform the instructor of any dysfunctional team dynamics and to solicit his help.

All team members must

- participate in all team activities equally,
- strive to maintain positive working relationships with other team members,
- assist team members to resolve issues relating to group work, and
• freely express their ideas, thoughts, comments, and constructive criticisms to their team members, me, and the class.

It is the responsibility of the team to ensure that all team members understand all concepts related to the completed projects and presentations.

**Use of Canvas**
Canvas will be the website for course information and primary communication channel for this class. You may access UNCC Canvas from My UNC Charlotte (https://my.uncc.edu/) or direct type canvas.uncc.edu. It’s each student’s responsibility to check Canvas regularly and report anything that does not match your own record (e.g., missing or wrong grade) within SEVEN calendar days since the date the information was posted.

**Extra Credits**
Extra-credit opportunities, if any, will be the instructor’s decision and such opportunities will be presented to the whole class instead of individual students only. Please do not depend on any extra credit opportunities to improve your grade later in the semester.

**Academic Integrity**
As a program that helps to create business and government leaders, the College of Business has an obligation to ensure academic integrity is of the highest standards. Standards of academic integrity will be enforced in this course.

University regulations will be strictly enforced in all cases of academic irregularities, cheating or plagiarism or any variations thereof. Students assume full responsibility for the content and integrity of the academic work they submit. The guiding principle of academic integrity shall be that a student's submitted work, examinations, reports, and projects must be his/her own or own group work. The instructor may ask students to produce identification at examinations and may require students to demonstrate that graded assignments completed outside of class are their own work.

All students are required to read and abide by the Code of Student Academic Integrity. Violations of the Code of Student Academic Integrity, including plagiarism, will result in disciplinary action as provided in the Code. Definitions and examples of plagiarism are set forth in the Code and on the Student Conduct and Academic Integrity website. The Code is available from the Dean of Students Office or online at legal.charlotte.edu/policies/up-407. Additional resources are available on the Student Conduct and Academic Integrity website.

Students are expected to report cases of academic dishonesty they become aware of to the course instructor who is responsible for dealing with them. For this course, it is permissible to assist classmates in general discussions about the homework. General advice and interaction are encouraged. Each person, however, must develop his or her own solutions to the assigned homework and laboratory exercises. Students may not "work together" on graded assignments. Such collaboration constitutes cheating, unless it is a group assignment. A student may not use or copy (by any means) another's work (or portions of it) and represent it as his/her own. If you need help on an assignment, contact your instructor or the TA, not other classmates.

Any further specific requirements or permission regarding academic integrity in this course will be stated by the instructor, and are also binding on the students in this course.

Students who violate the code can be punished to the extent of being permanently expelled from UNCC and having this fact recorded on their official transcripts. The normal penalty is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases, the course grade is reduced to "F."

**Grade Appeals Policy**
If you believe that the grade you received on an assignment or an exam was in error or unfair, you can appeal to the professor in writing within 7 calendar days of posting the grades. The appeal should
clearly state the reasons why you believe the grade to be unfair or the nature of the error. Overdue appeals will not be considered.

Incomplete Grade Policy
Receiving a grade of incomplete ("I") is not based solely on a student's failure to complete work or as a means of raising his/her grade by doing additional work after the grade report time. As per university policy, incomplete grades will be granted when a student who is otherwise passing has not, due to circumstances beyond his/her control, completed all the work in the course. The missing work must be completed and the final grade reported within one calendar year from the date on which the “I” grade was recorded. The instructor assigning the “I” grade may specify a shorter time than one year for completion of the work and the assignment of a final grade. If the “I” is not removed during the specified time, a grade of “F”, “U”, or “N”, as appropriate is automatically assigned. Time extensions for the completion of an “I” beyond one year cannot be approved except by special request to the Graduate School under extraordinary circumstances. The grade of “I” cannot be removed by enrolling again in the same course, and students should not re-enroll in a course in which they have been assigned the grade of “I”.

Student Recording
Electronic video, image capture, and/or audio recording is not permitted during class, whether conducted in person or online, unless the student obtains permission from the instructor. If permission is granted, any distribution of the recording is prohibited. Students with specific electronic recording accommodations authorized by the Office of Disability Services do not require instructor permission; however, the instructor must be notified of any such accommodation prior to recording. Any distribution of such recordings is prohibited.

Disability Accommodations
Students in this course seeking accommodations to disabilities must first consult with the Office of Disability Services and follow the instructions of that office for obtaining accommodations. UNC Charlotte is committed to access to education. If you have a disability and need academic accommodations, please provide a letter of accommodation from Disability Services early in the semester. For more information on accommodations, contact the Office of Disability Services at 704-687-0040 or visit their office in Fretwell 230.

Diversity and Inclusion
The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.

Mental Health Services
It is common for college students to experience challenges that may interfere with academic success such as academic stress, sleep problems, juggling responsibilities, life events, relationship concerns, or feelings of anxiety, hopelessness, or depression. If you or a friend is struggling, we strongly encourage you to seek support. Helpful, effective resources are available on campus at no additional cost.

- Visit the Counseling and Psychological Services website at caps.uncc.edu for information about the broad range of confidential on-campus mental health services, online health assessments, hours, and additional information.
- Call CAPS at (704) 687-0311 if interested in scheduling an appointment with a counselor. After-hours crisis support is also available through this phone number.

Title IX Reporting Expectations
UNC Charlotte is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced or experiences any of these incidents, know that you are not alone.
UNC Charlotte has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with civil protective orders, and more.

Please be aware that all UNC Charlotte employees, including faculty members, are expected to relay any information or reports of sexual misconduct they receive to the Title IX Coordinator. This means that if you tell me about a situation involving sexual harassment, sexual assault, dating violence, domestic violence, or stalking, I am expected to report the information to the Title IX Coordinator. Although I am expected to report the situation, you will still have options about how your case will be handled, including whether or not you wish to pursue a formal complaint. Our goal is to make sure you are aware of the range of options available to you and have access to the resources you need.

If you wish to speak to someone confidentially, you can contact the following on-campus resources, who are not required to report the incident to the Title IX Coordinator: (1) University Counseling Center (counselingcenter.uncc.edu, 7-0311); or (2) Student Health Center (studenthealth.uncc.edu, 7-7400). Additional information about your options is also available at titleix.uncc.edu under the “Students” tab.

All students are required to abide by the UNC Charlotte Sexual Harassment Policy and the policy on Responsible Use of University Computing and Electronic Communication Resources. Sexual harassment, as defined in the UNC Charlotte Sexual Harassment Policy, is prohibited, even when carried out through computers or other electronic communications systems, including course-based chat rooms or message boards.

**Religious Accommodation for Students Policy**
The instructor will observe University Policy 409 (https://legal.uncc.edu/policies/up-409) on matters of religious accommodation. Please note that the procedure prescribed by this policy requires a notice to the instructor prior to the census date of the semester.

**Course Changes Disclaimer**
The standards and requirements set forth in this syllabus may be modified at any time by the course instructor. Notice of such changes will be by announcement in class and will also be posted on the course canvas. It is students’ responsibility to keep up with the changes that are posted on Canvas and/or announced in class.

**Copyright Ownership in Course Materials**
The lectures and course materials, including presentations, tests, exams, outlines, and similar materials, are protected by copyright. The instructor is the exclusive owner of copyright in those materials created by the instructor. You are encouraged to take notes and make copies of course materials for your own educational use. However, you may not, nor may you knowingly allow others to reproduce or distribute lecture notes and course materials publicly without express written consent of the instructor. This includes providing materials to commercial course material suppliers such as CourseHero and other similar services. Students who publicly distribute or display or help others publicly distribute or display copies or modified copies of an instructor’s course materials may be in violation of University Policy 406, The Code of Student Responsibility. Similarly, you own copyright in your original papers and exam essays. If the instructor is interested in posting your answers or papers on the course web site, the instructor will obtain your written permission. Violation of these syllabus policies may result in appropriate academic penalties, including reduction of grade in the relevant assignment, project, test, or exam. If violation of these syllabus policies also implicates the Code of Student Academic Integrity because of alleged academic misconduct, I will follow the process outlined in the Code to address such cases.
## Tentative Class Schedule

*** This tentative schedule is subject to change ***

<table>
<thead>
<tr>
<th>Week (Dates)</th>
<th>Topics</th>
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| Week 1 (Aug. 24, 26) |  • Course Overview  
                      • Business Analytics Overview                                    |
| Week 2 (Aug. 31, Sep. 2) |  • Analytics methodology  
                      • Fundamental Statistical Concepts                                 |
| Week 3 (Sep. 7, 9)  |  • Fundamental statistical concepts  
                      • Data Management with SAS Enterprise Guide                       |
|                   | Assignment 1                                                            |
| Week 4 (Sep. 14, 16) |  • Decision trees                                                      |
|                   | Assignment 2                                                            |
| Week 5 (Sep. 21, 23) |  • Decision Trees with SAS Enterprise Miner  
                      • No class on Sept. 23 (Founder’s Day)                              |
| Week 6 (Sep. 28, 30) |  • Logistic regression                                                  |
|                   | Assignment 3                                                            |
| Week 7 (Oct. 5, 7)  |  • Logistic regression with SAS Enterprise Miner                       |
|                   | Quiz 1                                                                  |
| Week 8 (Oct. 12, 14) |  • No class on Oct. 12 (Student Recess)  
                      • Exam 1 on Oct. 14                                                   |
| Week 9 (Oct. 19, 21) |  • Cluster Analysis                                                     |
|                   | Assignment 4                                                            |
| Week 10 (Oct. 26, 28) |  • Cluster Analysis with SAS Enterprise Miner                          |
| Week 11 (Nov. 2, 4)  |  • Data Warehousing                                                     |
|                   | Assignment 5                                                            |
| Week 12 (Nov. 9, 11) |  • Association Analysis                                                 |
| Week 13 (Nov. 16, 18) |  • Association Analysis  
                      • Neutral Networks                                                   |
| Week 14 (Nov. 23, 25) |  • Neutral Networks                                                     |
|                   |  • No class on Nov. 25 (Thanksgiving Break)                             |
| Week 15 (Nov. 30, Dec. 2) |  • Recommender System  
                      • Project Presentations                                               |
| Week 16 (Dec. 7)    |  • Project Presentations                                                |
|                   | Assignment 5                                                            |
| Week 17            |  • Exam 2                                                                |