YORK U

Business Intelligence for Performance Management
GS/MSMG6170 3.0Cr
Winter 2024
[Updated August 12, 2023]

Course Information

Instructors & Email: Please see below.   Class Locations: Please see below.
Course Time & Days: Please see below.   Course Time & Days: Please see below.
Course eClass site: **https://eClass.yorku.ca**

Teaching Team
Please note: You need to be registered and have a York Passport ID for site access.

Class time, location and instructor	Section	Day	Meeting Time	Location	Course Director
	A	Monday	6:00pm-9:00pm	D111	Faraz Zaidi Amy Kwan

Instructor Contact Info	Instructor	Email**
	**Include "MSMG6170" at the beginning of the email subject line*	
	Faraz Zaidi	farazz@yorku.ca
	Amy Kwan	amykwan@yorku.ca

Required Course Materials	**Required Resources:** Weekly readings will be posted to the course eClass site. **Optional Resources:** There is no one prescribed textbook for the course, and any good data science book would suffice. Below are some suggested books for the course. • Business Intelligence for Dummies by Swain Scheps • Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking by Foster Provost, Tom Fawcett (referred to DSforB) • A Guide to Business Statistics by David M. McEvoy (referred to GuidetoBS)

	• Storytelling with Data: A Data Visualization Guide for Business Professionals by Cole Nussbaumer Knaflic (referred to StoryData)

Land Acknowledgment

York University recognizes that many Indigenous Nations have longstanding relationships with the territories upon which York University campuses are located that precede the establishment of York University. York University acknowledges its presence on the traditional territory of many Indigenous Nations. The area known as Tkaronto has been care taken by the Anishinabek Nation, the Haudenosaunee Confederacy, and the Huron-Wendat. It is now home to many First Nation, Inuit, and Métis communities. We acknowledge the current treaty holders, the Mississaugas of the Credit First Nation. This territory is subject of the Dish with One Spoon Wampum Belt Covenant, an agreement to peaceably share and care for the Great Lakes region.

Course Overview

Course Description

The course is designed to be primer on business intelligence and analytics used by accounting professionals, and to familiarize students with big data analysis as a tool for addressing substantive research questions. The focus of the course is to expose students to tools, techniques and software tools and applications (analytics) used by accounting professionals to add value to organizations.

Students will be introduced to the basic concepts of big data, and what the analysis of these data entails. Strength and limitations of big data research are discussed in depth using real-world examples, including their use in strategy and organizational structure and how they define the constraints and goals of performance management. Students will develop their critical skills in evaluating the usage of business intelligence systems linked to enterprise data warehousing when designing mechanisms to manage performance.

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Course Format and Organization

Course Evaluation

Grades are a measure of the performance of a student in individual courses. Each student shall be judged on the basis of how well she or he has command of the course materials.

Quizzes and Reading Assignments	*Ongoing refer to schedule/Class announcements*	30%
Assignment 1: Data Visualization	Sat Feb 3 at 11:59pm	20%
Assignment 2: Database Design and Data Querying	Sat Mar 3 at 11:59pm	20%
Assignment 3: Business Intelligence Solution	Fri Apr 6 at 11:59pm	30%
Total		100%

**Logistics for assessments will be posted on the course website closer to the assessment date.

Lectures

Attending class lectures is essential to help you better understand class materials and provide you chances to ask course directors course-related questions face to face.

Quizzes and Reading Assignments (30%)

Quizzes and reading assignments help students achieve learning goals by assessing knowledge, encouraging active learning, and providing immediate feedback. They promote regular study habits, motivation, and accountability. Additionally, these tools identify weak areas, and foster critical thinking skills. Overall, quizzes and reading assignments enhance student engagement and participation in the learning process.

Assignments (40%)

Details will be announced in class and posted on the course announcements. Assignments may be based on exercises and problems from the assigned textbook chapters and lectures. **Late submissions will not be accepted and failure to successfully compete and submit your homework before the deadline will result in a mark of zero.**

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Final Project/Presentation (30%)

Details will be announced in class and posted on the course announcements. The focus of this assessment will be to provide students with an opportunity to demonstrate their understanding through an applied project and presentation.

Bonus

At the course director's discretion, students in this course may receive a 1% bonus if 80% or more of them complete the course evaluation. The course director will explain the importance of evaluations and provide time in class for completing the evaluation.

Technical Requirements

This course has an extensive computer interface, and you will need access to a multi-media computer with a high-speed Internet connection. The most recent versions of Adobe Reader and Apple QuickTime are required to view course materials, available by free download from www.adobe.com and www.quicktime.com, respectively. A computer and speakers (or headphones) will be required to read and listen to the recorded material that complements the text. 'Adobe Reader' and 'QuickTime' are needed to view the multimedia clips that illustrate and explain the concepts. There are free computer labs on campus for registered students who do not possess these computing resources. Campus computers do not have speakers, so you will have to supply your own headphones.

Here are some useful links for student computing information, resources, and help:
- Student Guide to eClass
- Zoom@YorkU Best Practices
- Zoom@YorkU User Reference Guide
- University Information Technology (UIT) Student Services
- Student Guide to eLearning at York University

To determine Internet connection and speed, there are online tests, such as Speedtest, that can be run. If you need technical assistance, please consult the University Information Technology (UIT) Student Services web page. For more specific assistance, please write to askit@yorku.ca.

Contact Information

All computing issues - contact: helpdesk@yorku.ca

All administrative questions, textbook materials, and chapter problems – contact the Course Director. Course Directors answer all administrative questions and questions related to the textbook materials and end-of-chapter questions. If you want help with

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a problem, please email it to your course director. It is important that your email be properly labeled and show the calculations you have made. Make sure you send your message from your yorku.ca email account. For security reasons, we might not respond to Gmail/Hotmail etc. Make sure to include your name, student number, and section number in all your emails. This course has many students, it is important for you to follow the email protocol. Messages that do not follow the above email protocol might be returned to you asking for re-submission or might be recognized as junk mail and will not be addressed.

Course Website

All course materials are contained on the eClass website under the course code MSMG6170. The website has restricted access; you will have to log in with your York Passport account.

The website contains:
- This course outline
- Announcements on all important matters in the course (check these often)
- Lecture slides and course notes
- Assessment information

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Grading System

Grades will be awarded for every course in which a student is enrolled in accordance with the following system. The letter grade system is the fundamental system of assessment of course performance in graduate programs at York University. In courses where percentages are used as a means of reporting grades on individual pieces of work, the following conversion table is to be used in converting percentage grades to letter grades, unless alternative provisions for scaling and/or conversion are announced to students in writing within the first two weeks of classes.

The percentages indicated are not part of the official grading scheme and are meant only to be used as guidelines.

GRADE	PERCENT RANGE	DESCRIPTION
A+	Exceptional	90 - 100%
A	Excellent	85 - 89%
A-	High	80 - 84%
B+	Highly Satisfactory	75 - 79%
B	Satisfactory	70 - 74%
C	Conditional	60 - 69%
F	Failure	0 - 59%
I	Incomplete	N/A

Reappraisals

Students may, with sufficient academic grounds, request that a final grade in a course be reappraised (which may mean the review of specific pieces of tangible work). Non-academic grounds are not relevant for grade reappraisals; in such cases, students are advised to petition to their home Faculty. Students are normally expected to first contact the course director to discuss the grade received and to request that their tangible work be reviewed. Tangible work may include written, graphic, digitized, modeled, video recording or audio recording formats, but not oral work. Students need to be aware that a request for a grade reappraisal may result in the original grade being raised, lowered or confirmed. For reappraisal procedures and information, please visit the Office of the Registrar site at: http://myacademicrecord.students.yorku.ca/grade-reappraisal-policy

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How to Use Citations

Here are some examples of citation format students should use along with the available resources to support research and citation:

- SPARK Student Papers & Academic Research Kit
- Chicago Style Overview, YorkU Libraries
- MLA Style Overview, YorkU Libraries
- APA Style Overview, YorkU Libraries
- Drop-in Research Support, YorkU Libraries
- Writing Centre]

Course Policies

All students are expected to familiarize themselves with the following information:

- Student Rights & Responsibilities
- Academic Accommodation for Students with Disabilities

Please also review the following course policies:

Academic Integrity

In this course, we strive to maintain academic honesty to the highest extent possible. Please familiarize yourself with the meaning of academic integrity by completing SPARK's Academic Integrity module at the beginning of the course. Breaches of academic honesty range from cheating to plagiarism (i.e., the improper crediting of another's work, the representation of another's ideas as your own, etc.). All instances of academic dishonesty in this course will be reported to the appropriate University authorities and can be punishable according to the Senate Policy on Academic Honesty.

The Faculty of Liberal Arts and Professional Studies considers breaches of the Senate Policy on Academic Honesty to be serious matters. The Senate Policy on Academic Honesty is an affirmation and clarification for members of the University of the general obligation to maintain the highest standards of academic honesty. As a clear sense of academic honesty and responsibility is fundamental to good scholarship, the policy recognizes the general responsibility of all faculty members to foster acceptable standards of academic conduct and of the student to be mindful of and abide by such standards. Suspected breaches of academic honesty will be investigated, and charges shall be laid if reasonable and probable grounds exist. You may also study further on the topic of academic integrity via the PDF document on eClass, *Fundamental Values of Academic Integrity*.

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Turnitin

To promote academic integrity in this course, students will normally be required to submit their written assignments to Turnitin (via the course's eClass site) for a review of textual similarities and the detection of possible plagiarism. In so doing, students will allow their material to be included as source documents in the Turnitin.com reference database, where they will be used only for the purpose of detecting plagiarism. The terms that apply to the University's use of the Turnitin service are described on the Turnitin.com website. York students may opt out of using Turnitin. If you wish to opt out, you should contact your course director as soon as possible.

Accessibility

While all individuals are expected to satisfy the requirements of their program of study and to aspire to achieve excellence, the University recognizes that persons with disabilities may require reasonable accommodation to enable them to perform at their best. The University encourages students with disabilities to register with Student Accessibility Services to discuss their accommodation needs as early as possible in the term to establish the recommended academic accommodations that will be communicated to Course Directors through their Letter of Accommodation (LOA).

Please let your course director/instructor know as early as possible in the term if you anticipate requiring academic accommodation so that we can discuss how to consider your accommodation needs within the context of this course. Sufficient notice is needed so that reasonable steps for accommodation can be discussed.

Religious Observance Accommodation

York University is committed to respecting the religious beliefs and practices of all members of the community, and making reasonable and appropriate accommodations to adherents for observances of special significance. Should any of the dates specified in this syllabus for course examinations, tests, or deadlines conflict with a date of religious significance, please contact the course director/instructor within the first three (3) weeks of class. If the date falls within the formal examination periods, you must complete and submit a Religious Accommodation for Examination Form at least three (3) weeks before the start of the exam period.

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Intellectual Property

Course materials are designed for use as part of this particular course at York University and are the intellectual property of the course director/instructor unless otherwise stated. Third-party copyrighted materials (such as book chapters, journal articles, music, videos, etc.) have either been licensed for use in this course or fall under an exception or limitation in Canadian copyright law. Students may not publish, post on an Internet site, sell, or otherwise distribute any course materials or work without the instructor's express permission. Course materials should only be used by students enrolled in this course.

Copying this material for distribution (e.g., uploading material to a commercial third-party website) may lead to a charge of misconduct according to York's Code of Student Rights and Responsibilities, the Senate Policy on Academic Honesty, and/or legal consequences for copyright violations.

Student Conduct in the Learning Environment

York University is committed to fostering teaching and learning environments that are free of disruptive and/or harassing behaviour, are physically safe, and conducive to effective teaching and learning. Students and instructors are expected to maintain a professional relationship characterized by courtesy, civility, and mutual respect and to refrain from actions disruptive to such a relationship. Individuals who fail to adhere to such standards and who violate University or public law may be subject to disciplinary action by the University.

For more information, see the policies on Disruptive and/or Harassing Behaviour in Academic Situations, the Student Conduct and Responsibilities, and the Code of Student Rights & Responsibilities.

Etiquette for eClass and Online Learning

Students and instructors have a joint responsibility to create and maintain a welcoming and inclusive learning environment. All students are expected to conduct themselves in accordance with the Code of Student Rights and Responsibilities. Please review and familiarize yourself with behaviours that support "netiquette" in virtual classrooms by consulting the Guide to Netiquette and Student Guide to eLearning.

Health and Safety

All York students and instructors share responsibility for the safety and well-being of the community while on York's campuses. Please continue to check YUBetter Together for the latest information on health and safety.

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Student Support and Resources

To help you succeed academically, York University offers a wide range of resources and services. Everything from writing workshops to wellness support is available to fulfill students' needs. Explore the links below to access these on-campus resources:

- Student Accessibility Services are available for support and accessibility accommodation when required.
- Student Counselling, Health & Wellbeing offers workshops, resources, and counselling to support your academic success.
- Student Numeracy Assistance Centre at Keele (SNACK) supports students in courses involving math, stats, and Excel.
- The Writing Centre provides multiple avenues of writing-based support including drop-in sessions, one-to-one appointments, a Multilingual Studio, and an Accessibility Specialist.
- ESL Open Learning Centre (OLC) supports students with building proficiency in reading, writing, and speaking English.
- Learning Skills Services provides tips for time management, effective study and learning habits, keeping up with coursework, and other learning-related supports.
- Learning Commons provides links to supports for time management, writing, study skills, preparing for exams, and other learning-related resources.
- Roadmap to Student Success provides students with timely and targeted resources to help them achieve academic, personal, and professional success.
- Office of Student Community Relations (OSCR) is responsible for administering the Code of Student Rights & Responsibilities and provides critical incident support.
- goSAFE is staffed by York students and can accompany York community members to and from any on-campus location, such as the Village Shuttle pick-up hub, parking lots, bus stops, or residences.

For a full list of academic, wellness, and campus resources visit Student Support & Resources.

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MSMG6170 WEEKLY CLASS SCHEDULE (Subject to revision)

Weekly readings will be posted to the course eClass site. Any changes to readings will be assigned and posted prior to each class.

Class	Date	Topic	Notes
1	Jan 8	Introduction to Business Intelligence	
2	Jan 15	Data Visualization and Story Telling	
3	Jan 22	Data Modeling and Databases	
4	Jan 29	Business Intelligence Architecture	Assignment 1 Due Sat Feb 3 at 11:59pm
5	Feb 5	Data Warehouses, Data Lakes and Data Marts	
6	Feb 12	Dashboards and Reports	
Feb 19-23: No Classes (Reading Week)			
7	Feb 26	Business Intelligence Design and Development	
8	Mar 5	Essential Concepts for BI Solutions	Assignment 2 Due Sat Mar 3 at 11:59pm
9	Mar 12	Guest Speaker/ Case Studies	
10	Mar 19	Data Governance	
11	Mar 26	Data Security and Privacy	
12	Apr 2	Presentations	Assignment 3 Due Fri Apr 6 at 11:59pm

Visit https://www.yorku.ca/gradstudies/students/current-students/registration-enrolment/important-dates/ for drop dates.

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