Analytics for Consulting

DBA 4811 Semester 1, 2022-2023

Meeting Time and Venue: TBD

Instructor:

Tam Trinh, CFA, CAP, FRM, SCPM
Chief Analytics Officer, Nikel
Adjunct Senior Lecturer, NUS Business School

Email: TAMTRINH
Webpage:
https://sg.linkedin.com/in/tamtrinhanalytics
https://nikel.com/our-team/

Teaching Assistants: TBD

Office Hours: By appointment

Overview

Decisions supported by timely data analyses are the norm in this "Big Data" era. Many industries including (but not limited to) finance, supply chain management, marketing, human resources, and sports, rely on analytics-savvy analysts or consultants to improve efficiency, profitability, customer satisfaction, and performance.

This course takes a practitioner's perspective to introduce and integrate knowledge in this area with applications in the various business sectors. It prepares students for the work environment and the diverse challenges faced by business analysts and consultants. The goal is to equip students with the skills to help their clients make distinctive, lasting, and substantial improvements in performance using modern analytics.

The teaching method will be a combination of lectures, problem-based learning, class discussions, and guest lectures on assigned topics, and case analysis. Individual participation by students is strongly encouraged.

Prerequisites

DAO1704 and DAO2702

Tentative Assessment*

Assessment Components	Weightage
Class Participation	20%
Individual Assignments	30%
Group Project	50%

*component weightage may change

Optional Reading

1. Bertsimas, D., O'Hair, A., and Pulleyblank W.R., 2016. *The analytics edge*. Charlestown, MA: Dynamic Ideas LLC.

2. Pochiraju, B. and Seshadri, S., 2019. *Essentials of business analytics.* Springer, Switzerland. https://link-springer-com.libproxy1.nus.edu.sg/content/pdf/10.1007/978-3-319-68837-4.pdf

Academic Honesty & Plagiarism
Academic integrity and honesty are essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is 'the practice of taking someone else's work or ideas and passing them off as one's own' (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. In case of any doubts, you should consult your instructor.

Additional guidance is available at:
1. http://www.nus.edu.sg/registrar/adminpolicy/acceptance.html#NUSCodeofStudentConduct
2. Online Module on Plagiarism: http://emodule.nus.edu.sg/ac/

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