

UNIVERSITY OF CALIFORNIA, DAVIS
GRADUATE SCHOOL OF MANAGEMENT

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PRACTICUM ANALYSIS & IMPLEMENTATION
(BAX 463, SPRING 2024)
PRELIMINARY SYLLABUS (03/14/24)

Section 001 CRN: [32556](#)

Section 002 CRN: [32557](#)

Instructor: Josue Martinez (Co-Instructor: Carrie Beam)

TA: Shristi Suman, MS in CS student (srssuman@ucdavis.edu) – Sec. 1

TA: Sofiya Shaikh, MS in CS student (szshaikh@ucdavis.edu) – Sec. 2

Section 001 Day/Time: Thu 1:00pm-3:50pm

Section 002 Day/Time: Thu 5:00pm-7:50pm

Location: Classroom TBD, 200 McAllister, San Francisco, CA

Description: The course will be focused on developing managerial skills to successfully manage analytics projects to completion. With an emphasis on maximizing impact to business organizations. Restricted to students enrolled in MSBA program.

Week		Class	Grade			Assignment	
#	Date		Quiz	Att.	Eng.	Focus	Grade
1	4/4	Analytic Translation	1%	1%	1%		
2	4/11	Persuasion Brian McEwan – Sawtooth	1%	1%	1%		
3	4/18	Crucial Conversations SAS	1%	1%	1%		
4	4/25	Student Presentations		1%	1%	Project Update Presentation	8%
5	5/2	Mid-Term Exam	10%			Mid-Term Peer Evaluation	5%
6	5/9	Managing Analytics	1%	1%	1%		
7	5/16	Business Analytics Leadership	1%	1%	1%		
8	5/23	Managing Analytics Joseph Cazier - Author	1%	1%	1%	MIP Project Update Presentation Rehearsal	20%
9	5/30	Student Presentations		1%	1%	Final Peer Evaluation	5%
10	6/6	Final	20%			MIP Project Update Presentation	10%
11	6/13	No Class					
		Grade Subtotals	36%	8%	8%		48%

Recommended Readings (Optional, many available through our library. They need the [library VPN or SSO](#) to access.):

- Carnegie, Dale. How to Win Friends & Influence People. Gallery Books, 2022.
- Cazier, Joseph A. [Leading in Analytics](#). Wiley, 2023.

- Chong, Jike, and Chang, Yue Cathy. [How to Lead in Data Science](#). Manning Publications, 2021.
- de Graaf, Robert. [Managing Your Data Science Projects](#). Apress, 2019.
- Dubovikov, Kirill. [Managing Data Science](#). Packt Publishing, 2019.
- Hawkins, John. Getting Data Science Done. Business Expert Press, 2023.
- Huo, Kevin, and Singh, Nick. Ace the Data Science Interview (DataLemur.com), 2022.
- Huyen, Chip. [Designing Machine Learning Systems](#). O’Reilly, 2023.
- Lynch, Wendy D. Become an Analytic Translator. Triple D Press, 2022.(this is available through the Reading List tool in Canvas)
- Morgan et al. Influence and Persuasion. HBR, 2018.
- Patterson, Kerry et al. [Crucial Accountability](#). McGraw Hill, 2013.
- Patterson, Kerry et al. [Crucial Conversations](#). McGraw Hill, 2012.
- Thompson, John K. [Building Analytics Teams](#). Packt, 2020.
- Thompson, Simon. [Managing Machine Learning Projects](#). Manning Publications, 2023.

Class Rules

Academic Honor Code

All students are expected to adhere to the University of California, Davis’s Code of Conduct as noted here: <http://sja.ucdavis.edu/files/cac.pdf>. Please also note that if “academic misconduct is admitted or is determined by adjudication to have occurred,” per Regulation 550 the student could potentially receive a grade of “F” not only for the assignment or project in question, but also for the entire course.

Plagiarism

All reports are checked for plagiarism using Turnitin. The Academic honor code applies here. The use of ChatGPT or similar AI technologies is allowed for classwork and Assignments. However, do reference their use for your work.

Free-Riding

A penalty of up to 50% of the grades for your assignments.

Use of Electronics in Class

You are allowed to use your laptop/tablet in class – however this use is conditional. You cannot use your laptops for any other activity other than those pertaining to the class. Hence, surfing, emailing, chatting, Facebook visits and other related activities are not allowed. If such activity is observed in class, then laptop privileges will be revoked – for the entire class. Smartphone/phone use is

not allowed in class – you are welcome to step out of class, with my permission, if you need to answer a call. Failure to comply with this policy will result in the creation of ‘laptop zones’ (e.g., only the first two rows will be allowed to use laptops).