

MSBA 6998 - Business Analytics Project

Fall 2026 Syllabus, Section A01, CRN 44085,

Credit hours: 3

Instructor

Xinyi Huang

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Public Instructor Information

Instructor Title: Lecturer

Instructor Professional Qualifications: PhD candidate, Business Analytics, Tippie College of Business, University of Iowa; MS, Supply Chain Analytics, RBS, Rutgers University ; BS, Finance, RBS, Rutgers University

Instructor Office Location: Williamson Hall 3358

Instructor Office Phone: 330-941-3076

Course Description

6998. Business Analytics Project. This course serves as the culminating experience in the business analytics program, allowing students to apply the knowledge and skills gained throughout their coursework. Students analyze real-world business problems using data-driven approaches, advanced analytical tools, and visualization techniques. Emphasis is placed on integrating technical, managerial, and communication skills to deliver actionable insights and strategic recommendations to stakeholders. Prereq.: BUS 6930 OR MSBA 6930; BUS 6932 OR MSBA 6932. Prereq. or Coreq.: ECON 6976 OR MSBA 6976. 3 s.h.

Course Readings

Group	Title	Author	ISBN
Optional	Data Science for Business: What You Foster Provost and Tom Fawcett Need to Know about Data Mining and Data-Analytic Thinking, 1st Edition [DSB]		1449361323

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

Schedule of Topics and Assignments

Week of	Reading(s)	Proposed Topic	Due/To Prepare for Class
10/19	Please see the Module 1 Course Material	Module 1: Business Analytics Foundations and Project Planning	Homework 1 due Sunday, 10/18. Discussion 1: initial post Thursday, 10/22; two replies Sunday, 10/25.
10/26	Please see the Module 2 Course Material	Module 2: Data Preparation and Exploratory Data Analysis	Homework 2 due Sunday, 10/25. Discussion 2: initial post Thursday, 10/29; two replies Sunday, 11/01. Project proposal and summary slide due Thursday, 10/29.
11/2	Please see the Module 3 Course Material	Module 3: Supervised Learning	Homework 3 due Sunday, 11/01.
11/9	Please see the Module 4 Course Material	Module 4: Predictive Analytics—Regression	Homework 4 due Sunday, 11/08. Discussion 3: initial post Thursday, 11/12; two replies Sunday, 11/15.
11/16	Please see the Module 5 Course Material	Module 5: Predictive Analytics—Classification	Project progress presentation due Thursday, 11/19. Peer reviews of two presentations due Sunday, 11/22.

11/23	Please see the Module 6 Course Material	Module 6: Evaluating Supervised Learning Models	Discussion 4: initial post Thursday, 11/26; two replies Sunday, 11/29. Professional report first draft due Thursday, 11/26.
11/30	Please see the Module 7 Course Material	Module 7: Integrated Analytics Project	Final presentation video link and PowerPoint slides due Tuesday, 12/01. Final professional report due Thursday, 12/03.

The course schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.