Course Syllabus for DS 780: Data Science and Strategic Decision Making

NOTE: This syllabus document contains the basic information of this course. The most current syllabus is available in the full course.

Course Description

This course examines how data science relates to developing strategies for business organizations. The emphasis is on obtaining decision-making value from an organization's data assets. The course will investigate the use of data science findings to develop solutions to competitive business challenges. Case studies will be reviewed to examine how data science methods can support business decision-making. A range of methods the data scientist can use to get people within the organization on board with data science projects will be reviewed. The future of data science as a decision-making tool will be explored.

Course Objectives

By the end of this course, you will be able to:

- Transform findings from data resources into actionable business strategies.
- Integrate data science capabilities into the formation of a situation analysis.
- Explain how data assets can be used to develop a competitive advantage.
- Identify and appraise the leadership and management skills required to direct a team of data science professionals toward meeting organizational goals.

Grading Policy

Your mastery of course content is assessed using a variety of methods:

Activity	**Possible Points**
Intro Discussions	10 points (1 each)
Quizzes	260 points (20 each)
Assignments	300 points (150 each)
Discussions	260 points (20 each)*

Exam	100 points
Total	930 points

* There are 15 quizzes, but the two lowest quiz scores will be dropped.

Final grades are assigned using the following scale:

A 90-100%

B 80-89%

C 70-79%

D 60-69%

F At or below 59%