**Immersion Seminar: Big Data**

**Course Overview**

This elective course provides an in-depth analysis of key issues facing firms that are trying to capture latest big data and analytics trends. In particular, we will focus on three questions as we visit firms from a variety of industries:

1. Where in this industry are the value opportunities created by data and analytics? What is the value proposition behind the hype?
2. How has Big Data and Analytics trends changed in the industry and firm?
3. Is the firm positioned to capture these opportunities? Where do their capabilities lie on the analytics spectrum/cascade?
4. What changes might be required in terms of people, processes and technology to capture the potential gains?

Class sessions consist of lecture and discussion of course readings, site visits to companies, talks and panel discussions with industry leaders. Speakers and panelists will address the particular challenges they are facing, lessons learned and how careers in analytics are likely to evolve over the next few decades.

**Course Organization**

This course is one of a series of Immersion Seminars on key industries and business practice areas that students might consider for their careers. **The course takes place on Fridays from 10:00 AM to 3:00 PM (3/23, 3/30, 4/6, 4/13).** The generic schedule for sessions 1-3 is as follows:

1. 10 AM – 11:45 AM : Classroom session
2. 11:45 AM – 12:15 PM: Lunch break + Assembly at the bus stop
3. 12:15 PM – 1 PM : Bus commute to site
4. 1 PM – 3 PM : On site visit

For session 4, we shall have the site visit first followed successively by a guest speaker, a panel discussion and a networking session. The tentative schedule for session 4 is as follows

1. 8:30 AM – 9:30 AM : Bus commute to site
2. 10 AM – 12 PM: Site Visit
3. 12:00 PM – 12:30 PM: Lunch
4. 12:30 PM – 1:30 PM: Bus commute to school
5. 2:00 PM – 3:00 PM: Guest speaker
6. 3:00 PM – 4:00 PM: Panel Discussion
7. 4:30 PM – 6:30 PM: Networking Session

The four sessions will take place at company sites in the New York City area, for talks and panel discussions with leaders from those companies and from other companies related to the topic of the day. Each site visit ends with a student-faculty debriefing to discuss what students learned.
Buses will take students from campus to the respective sites. Students are responsible for the transportation back to school for sessions 1-3.

**Assignments and Grading**

Sessions 1-4 will take place at Uris Hall + company locations in the New York City area, for talks and discussions with leaders from those companies. Buses will take students from campus to the site.

Sessions 1-3 will start with 2 hour class discussion in Uris Hall. The focus will be on preparation for the upcoming company visit as well as the summary of the prior visit. As part of the preparation, students will be asked to prepare a factsheet for the company they would visit next. The factsheet must contain relevant information regarding the business model of the company being visited, their size and scale, mode of operation, data generation and utilization etc. For the purpose of factsheet, the entire class will be randomly divided by the TA into groups of seven or eight. For each class, each group will nominate 2 representative members for discussion. Each student is expected to be the representative nominee for these discussions at least once. The whole group is expected to collaborate on the factsheet.

The class discussion will include the following

1. Wrap-up from the previous site visit
2. Discussion of the factsheet by the students
3. Guest Lecture and/or a business case discussion

The last session will have a slightly different schedule. We will have the site visit first in the morning slot and then the classroom session in the afternoon slot. The wrap-up for the third visit and the factsheet discussion for the fourth will take place during the bus commute. In the final classroom session, we will take have a conclusion and a course review and an industry panel to answer final questions and discuss the future of analytics.

After every site visit, students are expected to fill out an assessment form summarizing their experience and thoughts. The assessment form will follow an excel template that students will have to fill out. Specific details and instructions regarding the same will be released shortly.

Requirements for the course are: attending class (10%) and participating in class discussions (20%), creating and presenting the factsheets (20%), submitting the assessment forms (10%) and an individual final paper (40%) within a week after class ends.

**Readings**

TBD