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 over Friday afternoons.

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 to and from campus.

Connection to the Core

This course follows mainly from the core B6101 Business Analytics class.

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. Each session will start with 1 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. The first 15 minutes of each site visit will include a presentation worked on by six students, collaboratively
prior to the site visit. The presentation will be consistent from site visit to site visit (We will develop prototype slides for broad content) but will be customized to the particular company. It will cover hypotheses developed by the students about the value of analytics in the company and its industry and the challenges faced in capturing that value. Each site visit ends with a student-faculty debriefing to discuss what students learned.

The last session will take place in Uris Hall again, for a conclusion and review of the course and an industry panel to answer final questions and discuss the future of analytics.

Requirements for the course are: attend class and participate in class discussions (40%), group presentation to site visit host (20%), and submission of an individual final paper a week after class ends (40).

Readings

TBD

Course Outline

<table>
<thead>
<tr>
<th>Session</th>
<th>Date</th>
<th>Topic</th>
<th>Readings</th>
<th>Location</th>
<th>Speakers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>April 1</td>
<td>Finance</td>
<td></td>
<td>Uris Hall &amp; Company Location</td>
<td>Executives from Bank of America, Citi Group, JPMorgan</td>
</tr>
<tr>
<td>2</td>
<td>April 8</td>
<td>Healthcare</td>
<td></td>
<td>Uris Hall &amp; Company Location</td>
<td>Executives from NY Presbyterian, NYU Langone, Health Guard, Medivo, Kayser Permanente</td>
</tr>
<tr>
<td>3</td>
<td>April 15</td>
<td>Media</td>
<td></td>
<td>Uris Hall &amp; Company Location</td>
<td>Executives from Foursquare, Netflix, Vimeo, AOL, Bloomberg, Penquin, Random House, Forbes</td>
</tr>
<tr>
<td>4</td>
<td>April 29</td>
<td>Technology</td>
<td></td>
<td>Uris Hall &amp; Company Location</td>
<td>Executives from Google, Facebook, IBM, etc</td>
</tr>
</tbody>
</table>
May 6  **Final paper due:** minimum 1500 words, not including figures and tables