Institute of Service Science, College of Technology Management, National Tsing Hua University

Course Syllabus
Programming for Business Analytics (PBA)

Course Duration: Feb. 2024 – Jul. 2024
Class Time: Thursday, 14:20 pm- 17:20 pm
Classroom: TSMC Bldg. TBA

Instructor: Jaewon Yoo (jaewon.yoo@iss.nthu.edu.tw)
TAs: TBA

COURSE DESCRIPTION:
This course introduces programming for business analytics using *R* and aims to cover a wide array of topics that are needed to utilize analytical tools to solve business problems. As an introductory course for business analytics, students will spend a substantial amount of time learning how to conduct exploratory data analysis by visualizing and examining data to detect interesting (model-free) patterns. Throughout the course, we will discuss topics that are related to visualization, descriptive statistics, basic inferential statistics (confidence intervals and hypothesis testing), and regression analysis.

Students will also learn 1) how to navigate the *R* ecosystem (i.e., RStudio, CRAN, R Markdown), 2) import and preprocess data ("wrangling" needed to clean and prepare the data for analysis), 3) perform data analyses, and 4) produce reports to communicate the results and make business decisions based on empirical evidence. The emphasis is on familiarizing students to work proficiently with the statistical tool and preparing students to "wrestle" with real-world data in a quest to extract business insights. The door is open to students with any background who are willing to learn the fundamentals of empirical analysis for business.

COURSE GOALS:
- Learn the fundamentals to operate and navigate the *R* statistical programming language.
- Be familiar with data analytics basics.
- Understand how to identify and avoid common mistakes in metrics, visualizations, and interpretations.
- Be prepared for advanced business analytics (BA) topics.

RECOMMENDED TEXTBOOKS:
We will use the following books in this class. These are recommended (and not mandatory) materials but I highly encourage you to buy them and complete the assigned reading before joining class, which will undoubtably help you understand the lecture materials better. Students can purchase either a hard copy or e-book version of the books at https://bookdepository.com/ (provides free shipping worldwide). Be aware that it might take time for the textbooks to be delivered so if you plan to take the course, please make sure to place your order early enough so the books arrive in time.

1. **[TX1]** R for Everyone: Advanced Analytics and Graphics, 2nd Edition by Jared P. Lander, O'Reilly Media, 2017.
2. **[TX2]** Visualize This: The Flowing Data Guide to Design, Visualization, and Statistics by Nathan Yau, John Wiley & Sons, 2011.

3. **[MD]** Ismay, Chester and Albert Y. Kim. 2022. Statistical Inference via Data Science: A ModernDive into R and the Tidyverse.
4. **[QSS]** Imai, Kosuke and Nora Webb Willaims. 2022. Quantitative Social Science: An Introduction with Tidyverse, 2022. Princeton University Press.
5. **[IMS]** Mine Cetinkaya-Rundel and Johanna Hardin. 2021. Introduction to Modern Statistics. OpenIntro.

SOFTWARE TOOLS:

Students will use the R statistical programming language to write and run the codes for the assignments and in-class exercises. R is an open-source language that can be used free of charge and can be downloaded from https://www.r-project.org/. For improved productivity and convenience, students will also use RStudio, a widely used integrated development environment (IDE) for R which is available at https://www.rstudio.com/products/rstudio/ for download. If you use a MacBook with the M1 chip/Apple silicon, RStudio might not work on your machine. If it does not, you can also use Visual Studio Code to edit your codes which can be downloaded at https://code.visualstudio.com/.

COURSE EVALUATION:

Grading Policy

Performance in this course is assessed through a blend of practical assignments, participation, and quizzes, designed to gauge your proficiency in understanding of the materials we will cover throughout the semester. Here are how each portion of course contributes to the overall grade:

Category	Percent of Final Grade
Assignments	45%
Quizzes & In-Class Exercises	30%
Attitude/Participation	10%
Attendance	15%

Course Requirements

1. **AI Use Policy*:** Students are permitted to utilize AI tools or Large Language Models (LLMs; e.g., ChatGPT, Claude 2, Bard) responsibly as aids for brainstorming and generating initial drafts for assignments. However, it is imperative that the final submission predominantly reflects the student's understanding and personal input. To maintain academic integrity, students who choose to use AI tools must adhere to the following guidelines:
    a. **Thorough Explanation:** Students must provide a detailed explanation of how the AI tool was used in the completion of the assignment.
    b. **Original AI Responses:** Alongside their submission, students are required to submit the original responses generated by the AI tool.

c. **Critical Evaluation and Personal Input:** Students should critically evaluate the AI-generated content and clearly indicate the portions of the work that have been modified or expanded upon with their own insights and understanding.
d. **Proper Attribution:** Proper attribution should be given to the AI-generated content used, clearly indicating the sections that are AI-generated.

** Remember, attempting to cheat the system by heavily relying on AI-generated content without substantial personal input is ultimately the student's loss, as it undermines the learning process and personal growth.

2. **Academic Honesty and Plagiarism*:** All work submitted for academic evaluation must be the student's own. The penalty for violation of academic integrity will result in a zero for that assignment for the first time. Subsequent violation(s) will result in a failing grade for the course. Plagiarism will also not be tolerated.

   Academic dishonesty comprises of, but is not limited to, the following:
   - Cheating: Copying from other students' quizzes and assignments or allowing others to copy from one's own.
   - Plagiarism: Using other people's original work without giving appropriate credit or acknowledgment to the authors or sources.
   - Self-plagiarism: Submitting a piece of work in more than one course without the explicit permission of the instructors involved.
   - Misrepresentation of authorship: Submitting work as one's own, which has been prepared by or purchased from others.

   Students will be asked to upload their submission materials to Turnitin.com, an online plagiarism checker, to ensure academic integrity. Read more about online submission on http://learning.site.nthu.edu.tw/p/412-1319-7120.php?Lang=en.

3. **Attendance:** All students are expected to attend every class. Please bring your own hard copy of the course materials, which will be distributed by the instructor before class. If you have any urgent reason to miss a class, you are still responsible for the materials covered during the class and are expected to complete the required work. Attendance will be taken on a regular basis and will count towards your participation score (15%). Class missing will cause about 1% loss of final grade. Students who miss a class should inform me or the TA prior to the class via email or phone call.

4. **Assignments:** There will be a total of FIVE assignments throughout the semester. The assignments will be relevant to our class topic and most likely will require you to run and report a statistical method we will cover in class. For instance, after we cover ordinary least squares (OLS) estimation, students will be asked to run a dataset (to be provided by the instructor) and report the results in a simple article format. Students will be required to write a brief report using R Markdown/Quarto for the assignment. Each assignment is worth 9% of the final grade. Assignments are to be submitted on the due date. *Late submission will incur a 1% loss to the grade each day.*

5. **Quizzes & in-class exercises:** To keep the learning momentum going, students will be asked to complete multiple quizzes about the course materials throughout the semester. In order to foster learning, students will also be given in-class exercises, some of which will be graded & will count towards the final letter grade.

6. **Attitude/participation:** In class, the most important thing for the students is to stay active and engaged about the topic being discussed. Positive contributions to class discussions will increase your score towards attitude. When we discuss a topic in class, effective discussions are only possible if everyone is well prepared. Please, be prepared to open and engage in discussions with your opinions and thoughts.

TENTATIVE WEEKLY SCHEDULE:

Week	Topics	Prepare before class	In-class deliverable
#1	Introduction to PBA (ISS4066): • Welcome and motivation: why learn programming & business analytics? • Overview of course details * Read TX1 Chap 1 and 2 after class.	Read: Course syllabus	**Self-introduction** on Canvas general discussion board
#2	The nuts and bolts of R programming: • Review of programming structures • Different types of programming errors • Let's take a touR! • Operators for R programming • What can we do with R? Recap of Basic Statistics: • Probability and inference • Random variables (r.v.s) • Probability distributions • Expectations? Spread?	Read: TX1 Ch 4.3, 5, and 6 TX2 Ch 1 and 2 Install *R* & *R Studio*	

#3	Data Types and Structures:
	• Numeric, character/string, logical, dates & times
	• Vectors, Matrices, and arrays
	• Lists and data frames
	
	Data Visualization for Exploratory Analysis I:
	• Building plots by layers
	• Histograms and boxplots
	• Grouped data
	
	* In-class group exercises
		Read:
		TX1 Ch 3, 4, 7.1, 9, & 10
		TX1 Ch 27 and 28
		TX2 Ch 3 and 4
			Complete Swirl R Tutorials
			`1: Basic Building Blocks`
			`2: Workspace and Files`
			`3: Sequences of Numbers`

~~#4~~	User-Defined Functions in R: • Creating & nesting fn. • Local vs. global var. • Scoping rules in R • Creating binary operators	Read: TX1 Ch 7.2 and 11	Complete group formation survey Read a handout for '*Reporting Tools (R Markdown and Quarto)*'

#5	Data Visualization II • Principles of analytic graphics * In-class group exercises	Read: TX2 Ch 5 and 6 Additional Reading: MD Ch 1-2	
#6	Data Wrangling: • Operating on rows • Operating on columns • Operating on groups • Creating barplots * In-class group exercises	Read: TX1 Ch 14, 15, and 16 TX2 Ch 7 Additional Reading: MD Ch 3	**AS1** (The Nuts and Bolts of Business Analytics Using *R*)
#7	Causality: • What is it? • Randomized experiments • Calculating effects	Additional Reading: QSS Ch 2.1-2.5	
#8	Causality and Observational Studies: • Observational studies		
#9	Relationships and Importing/Tidying Data: • Z-Scores and standardization • Correlation • Pivoting data longer • Joining datasets	Read: TX1 Ch 11 Additional Reading: MD Ch 4 QSS Ch 3.5-3.6	**AS2** (**Visualization & Causality**: Air Pollution and Job Training Program)
#10	Prediction and Regression: • Prediction, loops, evaluating the predictions • Modeling with a line: linear regression in R • Model fit	Read: TX1 4.7 and 12 TX2 Chap 8 and 9 Additional Reading: MD Ch 5	
#11	More on Regression: • Multiple regression • Categorical independent variables * In-class group exercises	Additional Reading: MD 6.1-6.2	
#12	Sampling and Sampling Distribution: • Sampling exercise and framework • Random var. and probability distributions • Normal variables and the central limit theorem	Additional Reading: MD Ch 7	**AS3** (**Regression & Prediction**: Ethnic Bias and Voter Turnout)

#13	Bootstrap and Confidence Intervals: • Resampling from our samples • Bootstrap CIs for a difference in means • Bootstrap CIs for a difference in ATEs • Computing and interpreting CIs	Read: TX1 Chap 18 and 19 Additional Reading: MD Ch 9 / IMS Ch 11	
#14	Hypothesis Testing: • Hypothesis testing using *[infer]* • Two-sample tests • Two-sample permutation tests • Issues with hypothesis testing • Power analysis * In-class group exercises	Read: TX1 Chap 18 and 19 Additional Reading: MD Ch 9 / IMS Ch 11	**AS4** (**Bootstrapping**: Rags to Riches TV & Economic Mobility)
#15	Models of Uncertainty: • Using the normal for inference • CI for experiments • Inference for linear regression	Additional Reading: IMS Ch 13	
#16	Inference for Linear Regression: • Uncertainty estimation for regression • Presenting OLS regressions • Wrapping up the class *End-of-Semester Lunch w/ Pizza!*	Additional Reading: QSS Ch 7.3	**AS5** (**Hypothesis Testing**)

Notes: The course schedule is subject to change if necessary (**TX1**: textbook 1, **TX2**: textbook 2, **AS**: assignment; MD, QSS, and IMS are supplementary reading materials—refer to 'Recommended Textbooks' in Page 1). **Assignments are due at the beginning of the class on the submission date.**