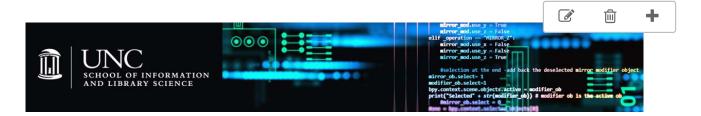# SYLLABUS

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INLS 714.01W: INTRODUCTION TO INFORMATION ANALYTICS SYLLABUS

COURSE OBJECTIVES

- Explore the fundamentals of information analytics in areas including statistical analytics, data mining, web analytics, and big data analytics
- Examine applications of large information analytics
- Gain experience with projects and lab work in information analytics

PREREQUISITES

INLS 560 or equivalent

TEXTBOOK

Data Science for Business, Foster Provost and Tom Fawcett

HARDWARE AND SOFTWARE REQUIREMENTS

We will be using open source software which will require installation and administration. You will be required to install and administer some of analytics packages on your laptop for your lab work and project. SILS/UNC servers may also be used.

GRADING

GRADED WORK

Your grade will be based on discussion forum participation, homework, and one exam, weighted as shown under "Grading Scheme." I also ask that you keep a journal for your

own use after the course is over, though this is not a graded assignment.

GRADING SCHEME

Assignment	Percentage of Grade
Discussion Posts	20%
Homework	40%
Exam	40%

DISCUSSION FORUM

I require all students to participate actively in the discussion forum throughout the course. I expect the forum to be the electronic meeting place for students to know each other on the web. I expect every student to read and discuss the classwork and readings that are given for the week in their posts and comment on other students' postings. Sometimes I may start a thread of conversation, but more often, I expect students to take initiative in starting new threads of discussions. Since this is a short one-month course, I expect continuous activity in forum discussions. I expect everyone to post at least one post for each unit we cover in the course (as you will see later there are 13 units in total). These posts can be on discussing some part of the lesson, or about what you read or seen in the news or in an article. Links can also be posted to relevant topics and discussed. I want this to be a multi-log with discussions among students in the class. Remember that 20% of the credit goes towards this activity.

HOMEWORK

This course requires you to complete four homework assignments exploring the course content in more detail. Each homework assignment is a lab with detailed instructions that will expand your understanding and practical application of what we cover in the course. Please follow the instructions for each assignment within the lesson page for each week. We will have one assignment per week for the first four weeks. You will be learning to use a variety of tools including R and RStudio, KNIME, and NLTK. Be sure to complete each assignment by the due date listed. You can start on the homework earlier than scheduled as each homework is self contained.

EXAM

 We will have one final exam to accompany your other graded work. The final exam will be taken on the web using Sakai. There will be a twenty-four hour window for taking this exam. The exam will be three hours in duration. You can take it only once in any three hour (or less) window during that time. The final exam will be cumulative, covering all content in the course. See chart below for the exam date.

JOURNAL

Each student is expected to maintain a journal. This is something of a personal digital library where one will keep all materials related to this course, gathered in the course or elsewhere. Students in the past have found it beneficial to include material beyond the reading list as part of their journal. Current events and class discussion topics can also be part of your journal. It's useful to include tags, metadata, and your own commentary added for each lesson material as an outcome of your reading the material. For this purpose, we will use the SILS Lifetime Library (http://lifetime-library.ils.unc.edu/) as it allows one to keep digital documents, organize them into folders, attach metadata, and also to perform controlled sharing. Please make the material readable by me (by sharing it with me) so that I can see your progress. This journal will be a persistent digital library intended to help you later after the course and which you can grow as you gather more relevant material. Please look at the web site for more details. Tutorial videos are available on the site for learning how to use the lifetime library.

GRADING POLICIES

The following grade scale will be used AS A GUIDELINE (subject to any curve):

Graduate Percentage
H: 90–100%
P: 80–89.9%
L: 70–79.9%
F: Below 70%

This scale will be used as a GUIDELINE ONLY. The final grade scale may differ.

COURSE POLICIES

DUE DATES AND LATE WORK

Homework assignments will have a due date and time. Late submissions will be given a late penalty. Typically, a late penalty of 10 percent per day will be applied unless prior arrangements have been made with the instructor.

REQUESTS FOR EXTENSIONS AND ABSENCES

Any request for an extension must be made, preferably by email, at least twenty-four hours prior to the due date. Written documentation is required for illness. If a serious illness prevents you from taking part, send your instructor an e-mail message, or a friend with a note, describing your condition before schedule. Also, to establish a valid excuse for an illness, you must get a note from a physician or the University infirmary.

STATUTE OF LIMITATIONS

Any questions or complaints regarding the grading of an assignment or test must be raised within one week after the score or graded assignment is made available (not when you pick it up).

COURSE COMMUNICATION (SAKAI)

A Sakai-based course website has been set up and it is the responsibility of every student to check the Sakai website regularly for announcements and materials. The Announcements section of the website will be the source for all official announcements related to the class. Your instructor may announce tests, assignments, or changes to assignments in class, but there is no guarantee or promise that such announcements will be made in class. The Announcements section of the website is the only official, reliable source for announcements, changes, etc. from the instructor. If something the instructor says in class conflicts with information posted by the instructor on the website, then the information posted by the instructor on the Sakai website takes precedence. Verbal instructions are easily misinterpreted, and they do not leave a documentation trail. All students should be able to access the system.

HONOR CODE

The UNC Honor Code is in effect for all work in this course. When work or ideas are not your own, you must attribute them. Unless otherwise stated, all assignments in this class are individual assignments, meaning that the substance of the work you turn in must be your own. If you have any doubts or questions about a course of action or a specific situation, please ask for clarification. Students should NOT receive (or give) major creative assistance or ongoing minor support on individual assignments. If you have any questions about this, please ask me.

SPECIAL ACCOMMODATIONS

If any student needs special accommodations, please contact the instructor during the first week of class.