Course Title: Tame Big Data to Drive Big Insight  
Course Code: BUS 103 W  
Instructor: Gauthier Vasseur

Course Summary:  
*This class is the online version of the Continuing Studies Data Class which has run since 2013 with increasing attendance and success.*

Managers and leaders need fast, deep, and accurate insight to make key decisions, anticipate risks, and remain in compliance with laws and regulations. In less than a decade, many of them have learned to rely upon Data and Business Intelligence (BI) to improve processes and to support better strategies. BI is a discipline that aligns systems, data, people, and processes to bring leaders consumable information in forms of reports, dashboards, or online analytics to drive better decisions.

As teams must do more with less and as competitive environments get riskier, data projects enable the visibility and proactivity required to fully address challenges. In this course, students will learn how they can leverage the power of data and BI and master their core elements (system, data, people, process); how they can gain actionable knowledge in finance, marketing, sales, business development, or operations; and what are the latest technologies and approaches (mobile/tablets, SaaS, cloud, online document sharing, and more). The course will include case studies from leading organizations (IBM, Oracle, Google, Tableau, Birst, Bime, and others), along with presentations from expert guest speakers to provide real-life examples.

The class also includes a hands-on case study that will take the student through an entire data project, from raw data to published dashboard.

*Please see course page for full description and additional details.*

Guest Speakers (list may evolve)  
Ed Roske / Margot Sylvain - CEO and Founder of InterRel / Analytics Engineer  
Namit RaiSurana - BI Engineer at Facebook  
Iulia Stefan - Data Product Manager - Linkedin  
Gabriel Hain - Data Engineer - Uber  
... and more

Grade Options and Requirements:  
- **Letter Grade (A, B, C, D, No Pass)**
  - Attendance  20%  
  - Quizzes and final test Presentations  50%  
  - Hands-on Case Study  30%  
- **Credit/No Credit (CR/NC)**
  - A passing grade (for “Credit”) = at least 70% of expectations accomplished  
- **No Grade Requested (NGR)**
  - This is the default option. No work will be required; no credit shall be received; no proof of attendance can be provided.

*Please Note: If you require proof that you completed a Continuing Studies course for any reason (for example, employer reimbursement), you must choose either the Letter Grade or Credit/No Credit option. Courses taken for NGR will not appear on official transcripts or grade reports.*

Please contact the Stanford Continuing Studies office with any questions  
365 Lasuen St, Stanford, CA 94305
Course Goals
Courses aim at developing the intellectual skills of inquiry, analysis, interpretation and synthesis necessary for successful design, implementation and management of data and BI initiatives. Students will meet domain thought leaders throughout the course that will share their first hand experience.

The 3 main takeaways:
• Understand the key components of Data Projects (System, Data, People and Process) and become empowered to engage with Business, IT and vendors with confidence.
• Empower students to design and implement the solutions that will work in their organization avoiding sub-optimal cookie cutter approaches.
• Learn actionable solution immediately applicable to the students’ daily job.

Proposed Texts and books
These books are NOT mandatory reads and just indicative reading ideas.

Profiles in Performance: Business Intelligence Journeys and the Roadmap for Change
- Howard Dresdner
- Hardcover: 174 pages
- Publisher: Wiley; 1 edition (November 9, 2009)
- Language: English
- ISBN-10: 0470408863

Competing on Analytics: The New Science of Winning
- Thomas Davenport
- Hardcover: 240 pages
- Publisher: Harvard Business School Press; 1 edition (March 6, 2007)
- Language: English
- ISBN-10: 1422103323

Journal of Management Excellence, BI CoE: http://tiny.cc/kbtdj

TDWI Business Intelligence : The New Imperative for Business Schools: http://tiny.cc/ixvfc

Lean Integration: An Integration Factory Approach to Business Agility
- John Schmidt
- Paperback: 464 pages
- Publisher: Addison-Wesley Professional; 1 edition (May 28, 2010)
- Language: English
- ISBN-10: 0321712315

Performance Management Revolution
- Howard Dresdner
- Hardcover: 231 pages
- Publisher: Wiley; 1 edition (November 16, 2007)
- Language: English
- ISBN-10: 0470124830
Tentative Weekly Outline:

Week One: Introduction to course themes and the bringing up the case for “Taming Data”

Week Two: Understand Systems. Go beyond the lingo. Learn the key system components you and your team must rely on to manage data end-to-end.

Week Three: Assemble sustainable solutions. The art of tailored successful projects with a balanced approach between system choice, vendor management, staff training, project management and budget control.

Week Four: Secure your Data: know how to identify it and get it. Learn how to rapidly capture and leverage structured or unstructured, big or not data to support decision making process. Discover immediately available solutions to enhance your reporting and analysis quality.

Week Five: Master your Data: Organizing your wealth of information for optimal results. Optimize the way you organize your information to connect the dots, accelerate analysis and increase usability.

From week Five to Eight: Hands on data workshop. Business Analytics. From raw data to dashboard and from internal data to external data: build a complete architecture that scales and delivers amazing insight

Week Six: Understand the consequence of BI for individuals and teams. Learn managerial approaches to drive the shift to a data driven culture. 80% of success resides on people management. Let’s get it right.

Week Seven: Adapt your leadership to leverage Data and optimize your team around BI. We’ll review the case for Business Intelligence Center of Excellence as a key for success in your Data project.

Week Eight and Nine: Build solid Data processes. Learn all steps from data integration to dashboard to deliver sustainable reports and analysis. Learn from case studies how to make it work with large or bootstrapped budgets.

Week Ten: Silver bullets for fast and simple BI processes. Prepare your tool box for immediate time saving and accuracy today and impress your boss tomorrow.