**Capital University of Economics and Business**

**Overseas Chinese College**

**Course Syllabus**

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| **Year and Semester** | 2022 Fall(senior) |
| **Course Name** | Big Data |
| **Course Code** | MIS403 |
| **Course Type** | 🞏 General Education (Required) 🞏 General Education (Elective) 🞏 Professional Course (Required) 🗹 Professional Course (Elective)🞏 Basic Disciplinary Course |
| **Course Credits** | 3 |
| **Course Hours** | 51 |
| **Prerequisites** | Statistics, Database, SQL |
| **Instructor** | Leilei Zhu (Emma Zhu) |
| **Contact Information** | Office: C217 |
|  | Tele: 15801473268 |
|  | Email: zhuleilei@cueb.edu.cn |
| **Office Hour** | TBA |
| **Learning Centre** | TBA |
| **Grade/Section** | 2019IT |
| **Course Time/Place** | T 9:55-12:20 /TBA |
| **Textbook** |
| 1. Viktor Mayer-Schönberger. *Big Data:A Revolution That Will Transform How We Live, Work, and Think, First Edition*. Zhejiang Renmin Press, ISBN: 978- 7- 213-05254-5
2. Robert l. Kabacoff, *R In Action Data analysis and graphics with R, Second Edition.* Manning Publications, ISBN: 978-1-617-29138-8
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| **Reference Book** |
| 1. Viktor Mayer-Schönberger. *Delete: The Virtue of Forgetting in the Digital Age, First Edition*. Zhejiang Renmin Press, ISBN: 978- 7- 213-05251-4.
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| **Course Description** |
| Big data is an introductory course for students majored in information system management. The main content is basic introduction to big data and algorithms, topics covered will include concept and features of big data, Hadoop system, regression, clustering and classification algorithms as well as cases of applications. Students will not only develop skills of data analysis and ability of data-driven decision making, but also scientific thinking which are all indispensable for future study and professions. |
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| **Student Learning Objectives** |
| After completing this course, students will be able to:**Knowledge:**• describe concept and features of big data;• describe correlation, datafication, risks of big data time;• identify functions of blocks of Hadoop ecosystem;• describe regression, clustering and classification algorithms;**Capability:**• analyze data using proper algorithms;• develop ability of data-driven decision making by big data methods;• construct the scientific thinking and mindset, include systematic thinking, logic thinking, critical thinking and strategic thinking;**Value:**• develop the quality and morals of being objective, integrity and dedication;• criticize the world with data-driven philosophical view. |
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| **Website Source** |
| https://www.webopedia.com/TERM/B/big\_data.html<https://www.r-project.org/>https://www.rstudio.com/ |
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| **Teaching Methods** |
| This course consists of lectures, discussions and student presentations. Students will be divided into small groups with a group leader helping others in the group. Students must be prepared to finish some small questions and small quizzes during the class. |
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| **Grade Criterion** |
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| **Component** | **Weight** | **Description** |
| Final Exam | 20% | A cumulative final examination will be given based on all of the contents of the class. The exam paper may be composed of multiple-choice questions, short answer questions, essay questions, problems, and preparation of financial statements. Students should rely primarily on homework assignments to give them a sense of what they may see for material on exams. |
| Mid-Term Test | 20% | A cumulative midterm test will be given based on all of the contents that have been taught in class. The test paper may be mainly composed of multiple-choice questions and it should be completed within 15 minutes in class. |
| Homework | 15% | Most of the assigned homework is taken from the Exercises in the textbook. Assignments will be collected at the clearly stated date. Late assignments will not be accepted. The graded assignments will be kept by the tutor for reference and won’t be returned to students. |
| Quizzes | 15% | There will be at least 2 quizzes during the semester. Quizzes may or may not be announced in advance. It may also be used as a way to check the attendance. Quizzes will test your knowledge of both concepts and the application of those concepts. |
| Presentation | 10% | The students will be divided into several groups to prepare a presentation. Each student is required to be involved in the presentation. The topics can be selected from the textbook or lectures. Each group need to finish a PPT related to the topic which is given and hand in the related resources to the teacher before the presentation. |
| Participation | 10% | Individuals will be asked to participate individually in a question and answer at least 5 times during the semester. The performances should be counted in their participation. |
| Attendance | 10% | Refer to attendance policy listed below |
| **Total** | 100% |  |

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| **Detailed Grade Computation** |
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|  | **Before Midterm** | **After Midterm** |
| Attendance | 5% | 5% |
| Participation | 5% | 5% |
| Homework | 5% | 10% |
| Quizzes | 5% | 10% |
| Presentation |  | 10% |
| Midterm test | 20% |  |
| Final exam |  | 20% |
| Total | 40% | 60% |

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| **Grading Policy** |
| A+ 97-100 A 93-96 A- 90–92 B+ 87-89 B 83-86 B- 80–82C+ 75-79 C 70-74 C- 67–69 D+ 63–66 D 62-60 F 0- 59 |
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| **Exam Schedule** |
| Midterm Test: 9th  weekFinal Exam: : Jan. 9-13, 2023 |
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| **Assessment of Student Performance** |
| ***☞ Self-Study and Reading ability Practice***Instructor will give out the chapters or the reference books to read and use class hours to have discussion; students should be able to show a proactive attitude and ability for self-study and reading. Knowledge and oral English will be elements of homework or presentation score.***☞ Homework***Students should finish their homework by themselves. Copying from others will be treated as cheating and the homework scores will be lowered. Students should hand in all assignments on time. Late assignments will be accepted at the discretion of the instructor (i.e., when the student was ill or had an excused absence). Late assignments without reasonable proof will be reduced in score by 50%.***☞ Attendance***Because the course covers a great deal of material, attending every class session is very important for performing well.🞟 Being late for 15 minutes or more is considered an absence.🞟 Five hours or above of unexcused absences will result in the lower level of the final grade by one grade band (e.g. from C – to D +). Any excused absence must be discussed directly with the teacher.🞟 Absence which is more than 1/3 of the total teaching hours will cause an F (a failing grade) directly.but students are welcome to continue attending classes.🞟 An incomplete grade (I) will be considered in case of medical or family emergencies.***☞ Participation***🞟 Students should participate in classes actively. Half of participation grade is determined by their presentation in class. They are encouraged to ask questions relevant to the subject and express their own opinions. Every student should respect the ideas, opinions, and questions of their classmates.🞟 Students should also use office hours to ask questions or talk with the instructor for good communication and effective learning.🞟 Frequent visiting the instructor and chatting in English during office hours is highly recommended.🞟 Any misbehavior and non-class related activities in class will result in the lower level of the participation grade, including ringing cell phones.🞟 All above behaviors will be solely evaluated by the instructor for scoring.***☞ Textbook***Students must bring the textbook to class. |
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| **Topical Course Outline**

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| Week | Date | Content | Course Education  |
| 1 |  | **Syllabus & Orientation****Chapter 1 Brief Introduction of Big Data**Section 1.1: Basic conceptsSection 1.2: Official definition of big dataSection 1.3: Features of big data |  |
| 2 |  | **Chapter 1 Brief Introduction of Big Data**Section 1.4: Challenges and opportunitiesSection 1.5: Applications of big data analysis | Critical thinking |
| 3 |  | **Chapter 2 Brief Introduction of Hadoop**Section 2.1: What is Hadoop?Section 2.2: Why Hadoop?Section 2.3: The Hadoop ecosystem | Systematic thinking |
| 4 |  | **Chapter 2 Brief Introduction of Hadoop**Section 2.4: Introduction of HDFSSection 2.5: Features of HDFSSection 2.6: How HDFS worksSection 2.7: Introduction of MapReduce |  |
| 5 |  | **Chapter 2 Brief Introduction of Hadoop**Section 2.8: What is Hive?Section 2.9: Applications of HiveSummary |  |
| 6 |  | **Chapter 3 Correlation (Self-study and presentations)**Section 3.1: Predictions and PredilectionsSection 3.2: Illusions and IlluminationsSection 3.3: Man and ManholeSection 3.4: The End of Theory? | logic thinking and critical thinking |
| 7 |  | **Chapter 4 Datafication (Self-study and presentations)**Section 4.1: Qualifying the WorldSection 4.2: When Words, locations and interactions become dataSection 4.3: The Datafication of EverythingSection 4.4: More examples and cases |  |
| 8 |  | **Chapter 5 Value (Self-study and presentations)**Section 5.1: The Option Value of DataSection 5.2: The Reuse of DataSection 5.3: Extensible DataSection 5.4: The Value of Data Exhaut |  |
| 9 |  | Mid-term |  |
| 10 |  | **Chapter 6 Introduction of R**Section 6.1: Introduction of R and rstudioSection 6.2: R objects and functionsSection 6.3: Other information of R | Data analysis skills |
| 11 |  | **Chapter 7 Data Visualization**Section 7.1: Introduction of ggplot2Section 7.2: qplotSection 7.3: ggplot | Data visualization skills |
| 12 |  | Practice of programming  |  |
| 13 |  | **Chapter 8 Regression** Section 8.1: Regression with **lm**Section 8.2: Several regression models in RSection 8.3: Regression diagnostics  | logic thinking, critical thinking and data analysis skills |
| 14 |  | **Chapter 9 Clustering**Section 9.1: Common steps in cluster analysisSection 9.2: Hierarchical cluster analysisSection 9.3: Partioning cluster analysis | logic thinking, critical thinking and data analysis skills |
| 15 |  | **Chapter 10 Classification**Section 10.1: Classifying with logistic regressionSection 10.2: Classifying with decision treesSection 10.3: Classifying with random forestSection 10.4: Classifying with vector machine | logic thinking, critical thinking and data analysis skills |
| 16 |  | Practice of programming |  |
| 17 |  | Presentations |  |
| 18&19 |  | Final examination |  |

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| ***Note:*** *Some chapters or sections may leave for self-study, this is the students’ duty to learn and understand, they may also be included in the quizzes or exams Final exam is in term of presentations.* *A review in Chinese may be held during L.C. and O.H. in the semester.* |
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| **Teacher’s Office Hour** |
| 🞟 The instructor’s office hour is shown in the front of the office door.🞟 Students are suggested to use the instructor’s office hour and learning center to ask questions or talk with the instructor once at least per week for good communication and effective learning, which is recorded in the students’ participation.🞟 The time can be scheduled by instructors or students, or both. |
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| **Cheating and Plagiarism** |
| Cheating is not tolerated. Any student caught cheating on a quiz; test or exam will be given a mark of zero (0) for the particular work. At the beginning of the semester the definition of plagiarism will be carefully explained, when any thoughts or writings of another person are used, they must be clearly identified (usually one uses quotation marks) and the source notes. **If any student is caught cheating on any homework assignment, the highest score the student can earn in that course is a "C".** |
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| **Important Dates** |
| Fall Semester, 2022 September 5, 2022— January 16, 2023Sep.2-4 Registration（Sophomores，Juniors and Seniors） Sep.5 Classes Begin（Sophomores，Juniors and Seniors）Sep.9 Last Day to Drop or Add a Course Sep.10 Mid-Autumn FestivalSep.18 Registration（Freshmen）Sep.19-23 Entrance Education（Freshmen） Sep.26 Classes Begin（Freshmen）Oct.1 National Day Oct.31 – Nov.4 Midterm Test Dec.31- Jan.3,2023 Revision（Sophomores，Juniors and Seniors）Jan.1, 2023 New Year’s Day Jan.4- 13,2023 Final Exam Period（Sophomores，Juniors and Seniors）Jan.9-13 Final Exam Period（Freshmen）Jan.16 Winter Vacation Begins |
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| ***Note:*** *This syllabus is tentative and may be changed or modified throughout the semester. All students will be notified and a new syllabus will be given.* |
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| **Instructor: Emma Zhu Department Head: Jingning Li**  |