

B8138: Intro to Databases for Business Analytics

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Office Hours: Available upon request

NOTE: In-person. Attendance at first class is mandatory for all enrolled students as well as those on a waitlist or who hope to add the class during Add/Drop.

Course Description

We don't think about databases much, right? At least not when they're working right. But they're all around us. They're in every product we use. And when they don't work (think about the iCloud, LinkedIn, or Ashley Madison data breaches in which hundreds of millions of emails and passwords were exposed) the consequences can be extreme.

Every modern company stores their data in a database (it's like a really big version of Excel), and if you want to analyze the data, you may be expected to know how to access it yourself. In fact, at many companies are requiring even their business leaders to have an understanding of databases. At the very least, knowing how to set up and interact with databases will improve your ability to GSD (get stuff done), strengthen your understanding of how technology works, and make you less of a pain for developers to work with.

In this class, we'll explore basic SQL (the most common database language) for business analytics. At the end of the course, students should have a deeper understanding of how databases work, how they fit into the general technology stack, how to connect to databases, and know how to browse and exporting data from databases.

Required Prerequisites

This course assumes no previous knowledge of programming or code.

Required Course Material

- This course does not use a textbook.
- Students must have a laptop that they can bring to class – Mac or PC is fine, as long as your operating system is up to date (at least Windows 7 and Mac OS 10.8).
- Slides and files will be uploaded to Canvas after class.

Online Video

Each week, students will be expected to watch approximately one and a half hours of additional online video content before attending class. Material in the class will build on the content covered online, and students should be prepared to answer questions related to online material. Video content will be made available via Canvas.

Grading

Final grades in the class will be calculated as follows:

Participation (30%)

- If you are on the waitlist or add the course at the last minute, you are expected to complete the pre-work.
- Students are expected to actively participate in class by posting solutions to challenges on a Slack group (an online messaging tool) for the course.

Assignments (40%)

- There will be four homework assignments
- Each assignment should be completed individually.
- Late assignments will be accepted with a 20% penalty any time before the final class. No late assignments will be accepted after the final class.

Final Project (30%)

- There will be a take-home final project.
- The final project must be completed individually.