

**EASTON TECHNOLOGY MANAGEMENT CENTER
UCLA ANDERSON SCHOOL OF MANAGEMENT**

MGMT 180

Introduction to Data Management and Analytics: Big Data and Small Data

Class Time: Mondays and Wednesdays, 2:00 p.m – 5:00 p.m

Course Instructors: Farnoosh Forouzandeh, Franck Leveneur

COURSE CATALOG DESCRIPTION:

Data is one of the most vital asset of an organization. Therefore, knowing how to manage it, analyze it, will help organizations improve their insights and also give them the ability to make better decisions. Because business managers and officers rely on this data to make important decisions, it is critical that this data be of quality, protected yet easily accessible, and understandable. Databases have become the core of companies' intellectual infrastructure.

In this course you will learn how to design a database and model the business. Using native programming language of database (SQL) to interact with database, access data and manipulate them. Also you will understand what is BI and data visualization by working with one the popular software called Tableau.

COURSE OBJECTIVES:

- o To gain an understanding of data and data modeling
- o To gain an understanding of Relational Database Management Systems.
- o To gain an understand and use Structured Query Language.
- o To gain an understanding of Data Analytics and Visualization.

Each session is a combination of theoretical lecture and practice with software. Also, by the end of each week you will have some course works. There are some test and quizzes each week. There is a final project that should be presented on last week of the course.

COURSE MATERIAL:

Handouts: To be assigned during class

Presentations: To be assigned during class

SOFTWARE:

MySQL (Free)

Tableau (Free)

GRADING:

Class participation 10%

Quiz/Test/Assignments 40%
Project 50%
Total 100%

THE GRADING SCALE:

A: 900 – 1000
B: 800 - 899
C: 700 – 799
D: 600 - 699
F: 599 and below

COURSE OUTLINE:

Week	Subject
Week 1	MON 06/25 - History of DB - Data modeling (Entity relationship, Keys, data type) WED 06/27 - Intro to SQL Query - Select, Where, Order
Week 2	MON 07/02 - DML, DDL - Joins, subquery WED 07/04 (HOLIDAY) -- FRI 07/06 - Aggregation, group by, having - Count (sum sub-queries)
Week 3	MON 07/09 - Case Statement, Union, Except (not in) - Intro to data analysis and visualization WED 07/11 - SQL Functions - -Stored Proc –UDF - Populating Data
Week 4	MON 07/16 - Intro to Tableau WED 07/18 - Import - Export of Data
Week 5	MON 07/23 - Advanced Tableau 1 WED 07/25 - Introduction to OLAP
Week 6	MON 07/30 - Advanced Tableau 2 WED 08/01 - Index – Optimization - Temporary Tables