

# BUSN 5000E

## Weekly Schedule

Chris Cornwell  
Summer 2025  
(updated 15 May 25)

Class Room: Online

Class Hours: Asynchronous

---

### Overview

BUSN 5000E follows [UGA's Thru Term](#). Classes begin on Jun 5 and end on Jul 30. The exam period is Jul 31-Aug 1. *Your exam will be accessible on Aug 1, between 600a and 1159p*

The *deadline* for submitting all homework and project-related assignments is 1159p on the *due date*. *Late submissions will not be accepted.*

### Schedule entries

- *Reading* lists recommended text readings for each module.
  - *IRL* lists recommended articles, podcasts, and videos that tie course content to real-world settings.
  - *Due* indicates the due dates for homework and project-related assignments in **red**. Mark them in your personal calendars.
- 
- 

### Week 0 (Jun 5-9) :: Getting Started

*Reading:* [Healy, ch 2](#)

*IRL:* ["Brown Forman: How Posit Allowed Us to Harness Our Data Science and Gain Massive Efficiencies"](#), Posit Customer Stories.

*Due:* Homework 0 – Mon, Jun 9

## **Week 1 (Jun 9-16) :: Data Fundamentals + Beginning to Learn**

### *Module 1 :: Data Fundamentals*

*Reading:* Bekes and Kedzi, ch 1; Bueno de Mesquita and Fowler, ch 1

*IRL:* [“How Bad Data Traps People in the US Justice System”](#), *Ted Talks*, April 2022.

*Due:* Homework 1 – Thu, Jun 12

*Due:* Pre-Project exercise – Fri, Jun 13

### *Module 2 :: Beginning to Learn*

*Reading:* Bekes and Kedzi, chs 2-3

*IRL:* [“What Can Uber Teach Us About the Gender Pay Gap?”](#), *Freakonomics Radio*, Episode 317.

*Due:* Homework 2 – Mon, Jun 16

---

## **Week 2 (Jun 16-23) :: Models for Exploration + Making Inferences**

### *Module 3 :: Models for Exploration*

*Reading:* Bekes and Kedzi, ch 4; Bueno de Mesquita and Fowler, ch 2,4

*IRL:* [“The Anthropic Economic Index”](#), *Anthropic*, 10 Feb 25.

*Due:* Homework 3 – Thu, Jun 19

### *Module 4 :: Making Inferences*

*Reading:* Bekes and Kedzi, chs 5-6; Bueno de Mesquita and Fowler, ch 6

*IRL:* [“The Effects of Facebook and Instagram on the 2020 Election: A Deactivation Experiment”](#), *PNAS*, May 2024.

*Due:* Homework 4 – Mon, Jun 23

---

## **Week 3 (Jun 23-30) :: Measurement Error & Sample Selection + Confounding**

### *Module 5 :: Measurement Error & Sample Selection*

*Reading:* Bueno de Mesquita and Fowler, ch 16

*IRL:* [“Using Internal CPS Data to Reevaluate Trends in Labor Earnings gaps”](#), *Monthly Labor Review*, August 2009.

*Due:* Homework 5 – Thu, Jun 26

### *Module 6 :: Confounding*

*Reading:* Bueno de Mesquita and Fowler, ch 9;

*IRL:* [“Testing Theories of Why: Four Keys to Interpreting US Student Achievement Trends”](#), *AEI*, Jan 25.

---

---

## **Week 4 (Jun 30-Jul 7) :: The Bayesian Approach to Learning from Data + Regression Fundamentals**

*Module 7 :: The Bayesian Approach to Learning from Data*

*Reading and watching:* Bueno de Mesquita and Fowler, ch 15; [“Bayes Theorem, the Geometry of Changing Beliefs”](#), 3Blue1Brown. 22 Dec 2019;

*IRL:* [“Using Bayesian Updating to Improve Decisions under Uncertainty”](#), *California Management Review*, 2020.

*Module 8 :: Regression Fundamentals*

*Reading:* Bueno de Mesquita and Fowler, chs 5, 7, 10; Angrist & Pischke, ch 2

*IRL:* [“The Data Coach”](#), *Against the Rules*, Season 2 Episode 5.

*Due:* Project progress check – Mon, Jul 7

---

## **Week 5 (Jul 7-14) :: Regression Fundamentals continued + Potential Outcomes**

*Module 8 :: Regression Fundamentals continued*

*Due:* Homework 6 – Thu, Jul 10

*Module 9 :: Potential Outcomes*

*Reading:* Bekes and Kedzi, chs 19-20; Bueno de Mesquita and Fowler, chs 3, 11; Angrist & Pischke, ch 1

*IRL:* [“The Effect of Deactivating Facebook and Instagram on Users’ Emotional State”](#), NBER, Apr 25.

*Due:* Homework 7 – Mon, Jul 14

---

## **Week 6 (Jul 14-21) :: Regression Discontinuity + Difference in Differences**

**WITHDRAWAL DEADLINE – Wed, Jul 16**

*Module 10 :: Regression discontinuity*

*Reading:* Bueno de Mesquita and Fowler, ch 12; Angrist & Pischke, ch 4

*IRL:* [“Does Advertising Actually Work? Part I”](#), *Freakonomics Radio*, Episode 440.

*Due:* Homework 8 – Thu, Jul 17

*Module 11 :: Difference in Differences*

*Reading:* Bekes and Kedzi, ch 22; Bueno de Mesquita and Fowler, ch 13; Angrist & Pischke, ch 5

*IRL:* [“Does Advertising Actually Work? Part II”](#), *Freakonomics Radio*, Episode 441.

*Due:* Homework 9 – Mon, Jul 21

---

## **Week 7 (Jul 21-28) :: Machine Learning + Project Final Submission**

*Module 12 :: Machine Learning*

*Reading:* Bekes and Kedzi, chs 13-14; “[Machine Learning: An Applied Econometric Approach](#)”, *Journal of Economic Perspectives*, Spring 2017.

*IRL:* “[In Defense of Zillow’s Besieged Data Scientists](#)”, *Medium*, 16 Nov 2021.

**Due: Project final submission – Thu, Jul 24**

**Due:** Homework 10 – Mon, Jul 28

---

## **Week 8 (Jul 28-Aug 1) :: Exam**

**EXAM: Aug 1, 600a-1159p**

---