Global Capstone Design

COURSE TITLE	Global Capstone Design	
COURSE TIMES	15:00-18:30 (KST)	
CREDIT HOURS	3 credits	
PROFESSOR	- Name : Sungbum Jun - Email : sbjun@dgu.ac.kr	
COURSE DESCRIPTION	The purpose of the **Global Capstone Design (GCD)** is for the students to apply theoretical knowledge acquired during this winter semester. During the project, students engage in the entire process of solving the real-world problems from collecting and processing actual data along with suitable and appropriate analytic methods to the problem. Both the problem statements and the datasets originate from real-world domains similar to those that students might typically encounter within industry or academic research. The topic is provided from various industries (such as cryptocurrency exchange, *Bithumb*) in South Korea. Potential topics include (but are not limited to): - Categorization of customers and proposals for customized marketing strategies - Analysis of the international cryptocurrency market and development of strategic planning - Service Ideation for novices and light users who are not used to cryptocurrency investment with case studies of other startups (Robinhood and Toss) The basic philosophy of GCD is a problem-based learning (PBL), which develops problem-solving techniques from experiences. The major goals of GCD are as follows: 1) Define the problems properly from the real-world dataset 2) Identify possible alternatives for the defined problem 3) Elaborate the approach with other students 4) Provide detailed solutions to practitioners and receive feedback *Illustrative Project Example* A cryptocurrency exchange company has an anonymized dataset of investors. The dataset incorporates the rate of return, portfolio, etc. A team comprised of capstone students, advised by the instructor in conjunction with a technical coach from the company, employ the dataset to develop and implement an analytic solution to categorize investors using unsupervised learning and propose customized marketing strategies.	
SCHEDULE	**DAY 1**	Introduction
	DAY 2	Problem Description
	DAY 3	Ideation and Discussion
	DAY 4	Mid-term Presentation (1)
	DAY 5	Mid-term Presentation (2)
	DAY 6	Feedback and Comments
	DAY 7	Concretization of Ideas – Discussion with Professor
	DAY 8	Concretization of Ideas – Discussion with Practitioners
	DAY 9	Design of Solution Approaches
	DAY 10	Final Presentation (1)
	DAY 11	Final Presentation (2)

REFERENCE	There is no required textbook for the course. Instructors can recommend various references (including texts and journal articles) particular to topics of interest.
EVALUATION	The evaluation of this course is based on the following criteria: 1) Attendance and Participation 2) Mid-term Presentation 3) Final Presentation 4) Evaluation of Practitioners 5) Peer-evaluation - 2)-4): The tabulated results will be reviewed by the instructor. 5): Students will complete an anonymous survey.
ASSIGNMENT	1) Ideation and One-page Executive Summary 2) Mid-term Presentation 3) Final Presentation