Sabancı Business Analytics for Professionals (Non-Thesis) Program
Spring 2022
BAN809 – Project Management in Analytics

Instructor: Dursun Delen, Ph.D.
Office: FMAN 10XX
Phone: (216) 483-97XX
Fax: (216) 483-9699
E-mail: dursundelen@sabanciuniv.edu
Web: SUCourse
Office Hours: By appointment.

Course Objective:

The goal of this course is to teach project management process and project portfolio management from a business analytics perspective. Because of its integrated structure, this course also covers basic business process modeling techniques and business analytics methodologies as they related to project management. The course is designed for business analytics professionals with project management responsibilities.

Learning Outcomes:

Upon successful completion of this course, the student should:

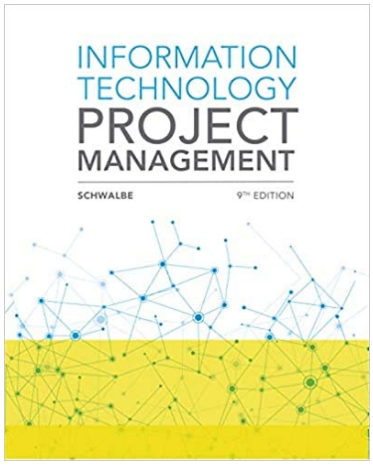
1. Become familiar with project management concepts, phases, techniques, and methods, and develop related skills with a particular emphasis on business analytics and business process modeling.
2. Know the concepts and methods related to business process modeling from both activity and process perspectives; and have acquired basic skills to develop such models using IDEF0 and IDEF3 modeling methods.
3. Be able to internalize the utility and applicability of business analytics methodologies such as CRISP-DM and SEMMA within the scope of project management, and showcase acquired related knowledge and skills on a semester long business analytics term project.
4. Enhance analytics knowledge and skills with industry-based, real-world best practices, from data preprocessing to modeling, evaluation to deployment.

Course Materials:

The course will use the following textbook:
Information Technology Project Management 9th Edition

Publisher: Cengage Learning, ©2018
Authors: Kathy Schwalbe

USA Edition
ISBN-10: 9781337101356
ISBN-13: 978-1337101356



There will be some additional reading material provided by the instructor (e.g., white papers, case studies, book chapters, journal articles, etc.). These additional materials will be posted on the class Website (i.e., SUCourse).

SUCourse:

SUCourse (the course management system adopted by Sabanci University) will be used to disseminate all written material for this class, which will include PowerPoint slides, white papers, and case studies. We will also use SUCourse for online discussions and short online quizzes.

Instructional Design:

The course is designed to include a mix of lecture, case studies, discussions, and hands-on skill development opportunities/exercises. Students are expected and encouraged to productively participate in class discussions and activities. The success of this course depends on each participant (instructor and students) to create and actively contribute to the learning process/experience.

Grading:

Participation & professionalism	:	30%
Term project	:	40%
Hands-on assignments	:	30%
Total	**:**	**100%**

Requirements:

Attending and actively participating in each and every class period is crucial for a successful learning experience. In order to positively participate in class discussions, students are required to read the chapter prior to the start of the class.

Instead of a final exam, there will be a **term project** for this class. The project will involve conceptualizing and developing a business analytics solution using a large and feature-rich data set along with the business analytics tools and techniques you will be learning in this class. You, with the help and guidance of your professor, will design and execute a project-based solution to a real-world predictive analytics problem. Each student will submit a final project report (documenting the steps/phases they followed in their solution development process) and will present their project in class at the end of the semester. Generally, unless a compelling argument is given to suggest otherwise, the term project will be involved in analyzing, conceptualizing, and solving a data mining type prediction problem.

A few **practical, hands-on assignments** will be given during the semester. Some of these assignments will be executed and submitted in-class, and some after class. For these assignments you are to upload your well-organized homework report (in PDF format) to SUCourse by the stated due date and time. These assignments are meant to help students' understanding of the subject matter through simple hands-on analytics exercises.

Academic Honesty:

Learning is enhanced through cooperation and as such you are encouraged to work in groups, ask for and give help freely in all appropriate settings. At the same time, as a matter of personal integrity, you should only represent your own work as yours. Any work that is submitted to be evaluated in this class should be an original piece of writing, presenting your ideas in your own words. Everything you borrow from books, articles, or web sites (including those in the syllabus) should be properly cited. Although you are encouraged to discuss your ideas with others (including your friends in the class), it is important that you do not share your writing (slides, MS Excel files, reports, etc.) with anyone. Using ideas, text and other intellectual property developed by someone else while claiming it is your original work is *plagiarism*. Copying from others or providing answers or information, written or oral, to others is *cheating*. Unauthorized help from another person or having someone else write one's paper or assignment is *collusion*. Cheating, plagiarism and collusion are serious offenses that could result in an F grade and disciplinary action. Please pay utmost attention to avoid such accusations.

Course Schedule:

Week 1	**Date:**	Thursday, April 14 & Saturday, April 16
	Topics:	Introduction to Analytical and Information Systems Focused Project Management
	Requirements:	Read assigned weekly reading materials
Week 2	**Date:**	Thursday, April 21 & [Saturday, April 23 – Holliday]
	Topic:	Project and Analytics Methodologies (overview of KNIME)
	Requirements:	Read assigned weekly reading materials
Week 3	**Date:**	Thursday, April 28 & Saturday, April 30
	Topic:	Process Modeling (IDEF0 & IDEF3) & BPR
	Requirements:	Read assigned weekly reading materials
Week 4	**Date:**	Thursday, May 5 & Saturday, May 7
	Topic:	BPR (Cont.) and Term Project Insights
	Requirements:	Read assigned weekly reading materials
Week 5	**Date:**	Thursday, May 12 & Saturday, May 14
	Topic:	Project Scope and Schedule Management
	Requirements:	Read assigned weekly reading materials
Week 6	**Date:**	[Thursday, May 19 – Holliday] & Saturday, May 21
	Topic:	Project Cost, Quality, Resource and Risk Management
	Requirements:	Read assigned weekly reading materials
Week 7	**Date:**	Thursday, May 26 & Saturday, May 28
	Topic:	Lessons Learned and Project Presentations
	Requirements:	Read assigned material & be prepared to present your project
Week 8	**Date:**	Thursday, June 2 & Saturday, June 4
	Topic:	Closing Remarks and Project Presentations
	Requirements:	Be prepared to present your project

Some alterations to the course schedule are likely. *If/when the changes are needed and decided upon, the details of those changes will be announced and explained in class and will be included in an updated version of the syllabus.*