**Sabancı Business Analytics for Professionals (Non-Thesis) Program
Spring 2022**

**PBAN 899 – Graduation Project**

**Instructor:** Enes Eryarsoy

**Office:** SBS

**Phone:** (0216) 483-9661

**Fax:** (0216) 483-9699

**E-mail:** enes@sabanciuniv.edu

**Web:** SUCourse+

**Office Hours:** By appointment

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| --- | --- | --- | --- |
| **Type** | **Time** | **Days** | **Where** |
| Class | 19:00-21:00 | Tue | Altunizade & Online |
| Class | 9:30-12:30 | Sat | Altunizade & Online |

Note that this course has no scheduled meeting times. Times noted above, are tentative, and for setting up meetings.

**Course Objective:**

Graduation project is a degree requirement. The overall objective of this course is to gain a general understanding of the analytics and its application in practice.

**Learning Outcomes:**

Upon successful completion of the course, the student should be able to:

1. Show basic knowledge of the analytics literature regarding the chosen facet/issue/topic of business.
2. Show basic knowledge of how analytical software, tools and techniques can be applied to address the chosen business topic.

**Course Material:**

Upon consulting with the advisor and deciding on the topic, the student is expected to perform his own literature review.

**Course Web:**

All course related materials will be posted on SUCourse.

Sabanci University uses a very powerful web-based tool called Turnitin. Turnitin is the worldwide standard in online plagiarism prevention. It allows instructors to compare student papers against a database composed of millions of articles. Every paper you submit will be scanned by Turnitin, and results will be reflected in your grades.

**Instructional Design:**

This course is based largely on independent work. The students are expected to find a topic and turn in a graduation project at the end of this course. Some of the key milestones include:

1. Finding a topic and working on an initial plan
2. Present an initial plan after two weeks (with a detailed outline).
3. Present a midterm report on the 4th week.
4. Final submission (7th week)

**1. Finding a topic/working on an initial plan**

I will give a brief introduction on Zoom regarding the background, purpose, and expectations regarding the project.

**2. Initial plan presentation**

The student will present an initial plan two weeks after the Zoom introduction. Based on the presentation and the instructions in this syllabus, students will write a short summary (an up to 300-word essay) in which the student presents what they intend to write their project about. This summary will be sent via email to the instructor. The instructor will respond within 48 hours with feedback. If needed, the instructor may ask for a meeting.

**3. Midterm report**

The student will turn in an interim report that exhibits his work and a semi-finished, work-in-progress version of the final project report.

**The Project**

The major element of this course is to guide students towards completing a graduation project, which comprises an interim deliverable and a final project draft and presentation.

The project will serve as a basis for your graduation, it is a degree requirement for MSc in Business Analytics. While there are no legal requirements on the structure and the coverage/depth of the project, it aims at demonstrating your knowledge and competency in a certain format. Given a topic, (for example, employee churn) your project could be structured differently:

1. Applied/practical: Solve an already-defined analytical problem using tools and techniques that you have acquired during our program on a problem/dataset. Example: apply different techniques on the employee churn project, given employee data.
2. Conceptual/theoretical: Define the problem, conduct a literature review, determine techniques to be employed, layout a practicable (project) plan using standard processes for analytics. Example: Develop a project plan for the employee churn problem, that links data analysis, to a strategic retention plan.
3. Survey: The analytics field is rapidly growing. While there is an abundance of methods and tools, often problems are domain specific, and require domain knowledge. This domain knowledge is often embedded within organizations. A graduation project could also focus on a particular area of application (such as employee churn or employee analytics) and review the state-of-the-art of the tools and techniques, and theoretical groundwork for these applications. Example: survey of the state-of-the art of the employee retention and churn.

There will project deliverables every week during the module. A more detailed project information will be provided in the beginning of the course. The projects will be carried out individually.

This course is a pass/fail course. However, when computing your final score (out of 100), based on AACSB accreditation basic learning outcomes, I will be evaluating you on the following criteria:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1.Task Realization | 2. Organization | 3. Language | 4. Grammar and Mechanics | 5. CitationConventions |

**Format Requirements:**

The project document must be 8 pages minimum, double spaced, using Times New Roman, 12pts.

The student has a great deal of freedom in choosing a topic which he/she finds interesting. The only requirements are: (i)must be related to analytics (ii) must be doable (given the time frame).

**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.