CityUniversity
of Seattle

Syllabus

SCHOOL OF BUSINESS AND MANAGEMENT
DA 565: Data Lifecycle Management

3 Credits
Effective: Summer 2020/2021

FACULTY

Faculty Name: FACULTY NAME

Contact Information: CONTACT INFORMATION

[INSTRUCTOR MAY INSERT PERSONAL MESSAGE IF DESIRED]

COURSE DESCRIPTION

Analytics professionals must not only understand how to build data models, they must know how to deploy models in an enterprise environment. Once deployed, models need to be tested and recalibrated, and analysts must develop training so that others can utilize and understand their models. Finally, analysts need to carry models through their life cycle, evaluating their benefits and sunsetting models which no longer provide accurate results. This course covers domains VI and VII of the Certified Analytics Professional certification exam.

COURSE RESOURCES

To find a list of the required and recommended resources for this course, please consult your Course Document Lookup.

COURSE OUTCOMES

In this course, learners:
- Evaluate the business benefit of an analytical model
- Justify the initial structure of a model and validate model quality
- Develop production models and support deployment of models
- Recalibrate and maintain model and support training activities
- Validate developed solutions and discuss findings

OVERVIEW OF COURSE GRADING

The grades earned for the course will be derived using City University of Seattle's decimal grading system, based on the following:

Overview of Required Assignments	% of Final Grade
Instructor Determined Assignments and Activities	30%
Technical Exercises	45%
Final Project	25%
TOTAL	**100%**

SPECIFICS OF COURSE ASSIGNMENTS

The instructor will provide grading rubrics with more detail as to how this assignment will be graded.

Instructor Determined Assignments and Activities

Whether in class, online, or in a mixed mode setting, students will be graded on their participation in class discussions; ability to present, explain, or defend alternative viewpoints; and the degree to which they have mastered the concepts and principles inherent in the study of business management. Online and Hybrid classes are required to use online discussion board (Blackboard - Bb). Participation through discussion is an integral part of this course, including engagement in discussions with enhancing points, new ideas, constructive disagreement, real-world examples, personal insight, expanded resource material, and collaborative sharing. Written work will be assessed not only on relevance to the subject presented, but also on adherence to good written form, APA style, and professional presentation. The instructor may also choose to create additional activities to support learning in the classroom or online.

Components	% of Grade
Quality of Responses	33%
Quantity of Responseds	34%
Timeliness of Responses	33%
TOTAL	**100%**

Technical Exercises

Students will work primarily in Excel to practice technical aspects pertaining to model deployment and model life cycle maintenance. Students will summarize their findings from each assignment and apply the techniques learned in these exercises to their final project. Topics include CRISP-DM, Lean Six Sigma (DMAIC), evaluating model criteria, lift and gain graphs, re-calibration, visualization, training, and evaluating benefits using benchmarking and financial analysis.

Components	% of Grade
Analysis	50%
Interpretation of Analysis	30%
Presentation of Findings	20%
TOTAL	**100%**

Final Project

Throughout the course, students will be presented with different scenarios involving key concept of data and data analytics. The instructor will assign a case or provide guidelines to use in selecting a case for analysis. If students select the case, they will need to submit it to the instructor for approval. The case analysis will focus on formulation of a model deployment and maintenance plan, and students will synthesize their findings throughout the course into a complete plan and provide recommendations. Adherence to APA formatting is required and the case response should be 5000-7000 words in length (excluding cover page and reference page) and include a minimum of three (3) references.

Components	% of Grade
Analysis	75%
Style including Structure, Flow, Grammar, and Spelling	15%
APA	10%
TOTAL	**100%**

COURSE POLICIES

Late Assignments

Late assignments can not be accepted, unless an exception is granted. Sometimes life happens, contact the instructor as soon as an issue arises so that alternative arrangements can be made. No assignments can be accepted after the final day of class.

Participation

Participation in discussion boards and course activities comprises an important part of your overall grade. The discussion forums serve as the "in-class" interaction with your peers and professor than demonstrate the students' comprehension of the course materials.

Professional Writing

Assignments require error-free writing that uses standard English conventions and logical flow of organization to address topics clearly, completely, and concisely. CityU requires the use of APA style.

UNIVERSITY POLICIES AND STUDENT SUPPORT SERVICES

As a City University of Seattle student, you are responsible for understanding and adhering to all university policies. CityU also provides additional services for students. A comprehensive list of the most current versions of all university policies and services can be found in the University Catalog.

Academic Integrity

City University of Seattle defines a violation of academic integrity as any act that constitutes cheating or misrepresentation of the author of an individual's scholarly work. Student behavior that demonstrates academic dishonesty or evidences lack of academic integrity is strictly prohibited.

- Academic Integrity Policy & Procedures

Safe Educational Environment

City University of Seattle is committed to supporting an environment that is free of bias, discrimination, and harassment. If you have encountered any form of sexual misconduct (e.g. sexual assault, sexual harassment, stalking, domestic or dating violence), we encourage you to report this to the university.

- Title IX Information & Procedures
- Canadian Sexual Violence and Misconduct Policy

Disability Accommodations Statement

Students with a documented disability who wish to request academic accommodations are encouraged to contact Disability Support Services to discuss accommodation requests and eligibility requirements.

- Disability Support Services