

### COURSE INFORMATION

Course title:	Analytics Leadership	Credits:	1.5
Course code:	BAMS 521	Class location:	Online
Session, term, period:	2020W2, Period 5	Class times:	M/W 10am-12pm
Section(s):	BA1	Pre-requisites:	n/a
Course duration:	Jun 7 to Jul 16, 2021	Co-requisites:	n/a
Division:	Oplog		
Program:	MBAN		

### INSTRUCTOR INFORMATION

Instructor:	Harish Krishnan	Office location:	Online
Phone:	604-822-8394	Office hours:	Wednesday 12:00pm-1:00pm
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### COURSE DESCRIPTION

Advanced analytical skills are necessary but not sufficient for the successful application of analytics to solve problems and create value for business and organizations. For analytics to have impact, practitioners need to collaborate with other stakeholders throughout the process of moving from the motivating issue (a business problem), to the analysis and, finally, to execution and deployment. This process of moving from the initial problem, to generating insights, to effecting change is fraught with challenges and pitfalls. This course will engage students in a discussion of issues related to these challenges. This will include a discussion of project management principles (including agile concepts), the consulting approach to problem solving, and the broader role of leadership in analytical projects.

### COURSE FORMAT

The course will include lectures, case discussions, in-class case activities and simulations. Please see detailed course schedule below.

### LEARNING OBJECTIVES

Upon completion of the course, students will be able to:

- Recognize opportunities where organizations can apply advanced analytics to improve performance and define the business benefits of analytics projects
- Identify the underlying business problem that advanced analytical techniques need to address
- Formulate a business problem as an analytics problem
- Create analytics project plans and evaluate these plans
- Apply basic project management tools and concepts, including agile methods
- Anticipate common challenges in analytics projects and be able to deal with common challenges
- Anticipate the ethical issues advanced analytics professionals face
- Prepare and present effective business presentations and document findings (including assumptions, limitations and constraints)
- Identify the challenges posed by messy, unstructured problems, organizational noise and non-technical decision makers
- Identify the sources of organization resistance to change and be deal to with it in the context of implementing analytics projects

## ASSESSMENTS

### Summary

Component	Weight
Project management simulation (Individual)	10%
Individual assignments	20%
Group assignments	50%
Class participation	20%
Total	100%

### Details of Assessments

#### **Group assignment details:**

- Will be provided on the course website.

#### **Individual assignment details:**

- Will be provided on the course website.

#### **Assignment submission details:**

- Will be provided on the course website.

#### **Other details about assignments:**

- Students are free to *discuss* the individual assignments with each other, but each student must complete and submit the assignments individually.

#### **Final Exam:**

There is no final exam for this course.

#### **Class Participation:**

Please be ready and willing to actively engage in all aspects of the classroom learning experience. We all have something to contribute to the collective learning experience each day, and we all want to benefit from it.

## LEARNING MATERIALS

#### Required:

1. Syllabus.
2. Coursepack: please see details on course website.
3. Class notes (will be posted on course website: access via <http://canvas.ubc.ca>).
4. Links to some required (and some recommended) readings will be posted on the course website.
5. Other materials will be specified as needed.

#### Recommended:

6. Book: Cracked it!: How to solve big problems and sell solutions like top strategy consultants, 2018 by Bernard Garrette, Corey Phelps, Olivier Sibony (available on library reading list; on Canvas)
7. Book: The Phoenix Project: A Novel about IT, DevOps, and Helping Your Business Win, 2013 by Gene Kim, Kevin Behr, George Spafford

## COURSE-SPECIFIC POLICIES AND RESOURCES

### *Missed or late assignments, and regrading of assessments*

Late submissions will not be accepted and will receive a grade of zero.

### *Academic Concessions*

If extenuating circumstances arise, please contact the RHL Graduate School program office as early as reasonably possible, and submit an [Academic Concession Request & Declaration Form](https://webforms.sauder.ubc.ca/academic-concession-rhlee) <https://webforms.sauder.ubc.ca/academic-concession-rhlee>. If an academic concession is granted during the course, the student will be provided options by RHL, or by the instructor in consultation with RHL, per [UBC's policy on Academic Concession](#).

## POLICIES APPLICABLE TO COURSES IN THE ROBERT H. LEE GRADUATE SCHOOL

### *Attendance*

Excepting extenuating circumstances, students are expected to attend 100% of their scheduled class hours. Absent students limit their own academic potential, and that of their classmates, and cause unnecessary disruption to the learning environment. Students missing more than 20% of the total scheduled class hours for a course (including classes held during the add/drop period) without having received an academic concession will be withdrawn from that course. Withdrawals, depending on timing, could result in a "W" or an "F" standing on the transcript.

### *Punctuality*

Students are expected to arrive for classes and activities on time and fully prepared to engage. Late arrivals may be refused entry at the discretion of the instructor or activity lead. Students arriving later than halfway through a scheduled class will be treated as absent for that class.

### *Electronic Devices*

Devices such as laptops, tablets, and cell phones are not permitted to be used in class unless directed by the instructor for in-class activities. Students who do not follow the School's policy in this regard may be required to leave the room for the remainder of the class, so that they do not distract others. Research shows that students' use of laptops in class has negative implications for the learning environment, including reducing their own grades and the grades of those sitting around them.

### *Citation Style*

Please use the American Psychological Association (APA) reference style to cite your sources.

Details of the above policies and other RHL Policies are available at:

<http://www.calendar.ubc.ca/vancouver/index.cfm?tree=12,199,506,1625>

## UNIVERSITY POLICIES AND RESOURCES

UBC provides resources to support student learning and to maintain healthy lifestyles but recognizes that sometimes crises arise and so there are additional resources to access including those for survivors of sexual violence. UBC values respect for the person and ideas of all members of the academic community. Harassment and discrimination are not tolerated nor is suppression of academic freedom. UBC provides appropriate accommodation for students with disabilities and for religious observances. UBC values academic honesty and students are expected to acknowledge the ideas generated by others and to uphold the highest academic standards in all of their actions. Details of the policies and how to access support are available on the UBC Senate website at <https://senate.ubc.ca/policies-resources-support-student-success>.

### *Academic Integrity*

The academic enterprise is founded on honesty, civility, and integrity. As members of this enterprise, all students are expected to know, understand, and follow the codes of conduct regarding academic integrity. At the most basic level, this means submitting only original work done by you and acknowledging all sources of information or ideas and attributing them to others as required. This also means you should not cheat, copy, or mislead others about what is your work. Violations of academic integrity (i.e., misconduct) lead to the breakdown of the academic enterprise, and therefore serious consequences arise and harsh sanctions are imposed. For example, incidences of plagiarism or cheating may result in a mark of zero on the assignment or exam and more serious consequences may apply if the matter is referred to the President's Advisory Committee on Student Discipline. Careful records are kept in order to monitor and prevent recurrences.

### **COPYRIGHT**

All materials of this course (course handouts, lecture slides, assessments, course readings, etc.) are the intellectual property of the instructor or licensed to be used in this course by the copyright owner. Redistribution of these materials by any means without permission of the copyright holder(s) constitutes a breach of copyright and may lead to academic discipline. Audio or video recording of classes are not permitted without the prior approval of the Instructor.]

### **ACKNOWLEDGEMENT**

UBC's Point Grey Campus is located on the traditional, ancestral, and unceded territory of the xwməθkwəyəm (Musqueam) people, who for millennia have passed on their culture, history, and traditions from one generation to the next on this site.

**COURSE SCHEDULE**

(Subject to change with class consultation)

Week	Date	Topic	Readings	Assignment Due
1	Jun 7	<ul style="list-style-type: none"> <li>• Guest lecture: Prof. Paul Cubbon               <ul style="list-style-type: none"> <li>○ Entrepreneurship and analytics</li> </ul> </li> <li>• Course overview</li> <li>• How does analytics add value to organizations?</li> </ul>	<ul style="list-style-type: none"> <li>• Hypothesis-Driven Entrepreneurship: The Lean Startup (review)</li> <li>• Class 1 notes</li> <li>• Chapter 1 of Cracked-it book (read)</li> <li>• The kinds of data scientist</li> <li>• Why do most data analytics projects fail</li> </ul>	
	Jun 9	<ul style="list-style-type: none"> <li>• Conclude discussion from Class 1</li> <li>• Project management fundamentals               <ul style="list-style-type: none"> <li>○ Project valuation and selection</li> <li>○ Project initiation</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Class 2 notes</li> <li>• Integrating Analytics in Your Organization: Lessons From the Sports Industry (skim)</li> <li>• A Project Management Methodology (use as reference)</li> <li>• Harvard ManageMentor: Project Management (optional)</li> </ul>	
2	Jun 14	<ul style="list-style-type: none"> <li>• Aligning analytics to the business problem               <ul style="list-style-type: none"> <li>○ Case discussion: Data Science at Target</li> </ul> </li> <li>• Continue project management fundamentals               <ul style="list-style-type: none"> <li>○ Project valuation and selection</li> <li>○ Project initiation</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Class 3 notes</li> </ul>	Group case memo: Data Science at Target
	Jun 16	<ul style="list-style-type: none"> <li>• Guest lecture: Will Jenden (MMOR alum)               <ul style="list-style-type: none"> <li>○ Version control</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Check course website</li> </ul>	

3	Jun 21	<ul style="list-style-type: none"> <li>Project planning and scheduling</li> <li>Case discussion: Parks and Recreation</li> <li>In class case: Echelon Release</li> </ul>	<ul style="list-style-type: none"> <li>Class 5 notes</li> </ul>	Group case memo: Parks and Recreation
	Jun 23	<ul style="list-style-type: none"> <li>Project control and monitoring</li> <li>In class case: Echelon Release (contd.)</li> </ul>	<ul style="list-style-type: none"> <li>Class 6 notes</li> </ul>	
4	Jun 28	<ul style="list-style-type: none"> <li>Agile project management concepts</li> </ul>	<ul style="list-style-type: none"> <li>Class 7 notes</li> <li>Agile project management (use as reference)</li> </ul>	
	Jun 30	<ul style="list-style-type: none"> <li>Agile project management tools</li> <li>Guest lecture: Kunal Mishra, SAP</li> </ul>	<ul style="list-style-type: none"> <li>Class 8 notes</li> <li>What successful project managers do (at least skim)</li> </ul>	Individual assignment
5	Jul 5	<ul style="list-style-type: none"> <li>Case: JOANN (implementing a supply chain analytics tool)</li> </ul>		Individual case summary: JOANN
	Jul 7	<ul style="list-style-type: none"> <li>Case: Teradyne Corporation: The Jaguar Project</li> <li>Course wrap-up</li> </ul>		Group case report: Teradyne
		Project Management Simulation due (in exam week) (individual) Complete simulation and submit report on simulation		