

Minor Data Driven Decision Making in Business (MDD)

MDDP - Project M3DMiB

Part of Minor Data Driven Decision Making in Business

1. General information		
Name of study unit	Data Driven Decisions Making in Business - Project	
Code for study unit	DATDRD05 / DATDRD06	
Degree programme and target group	Third year HAN and/or external students.	
Teaching period	P1 and P2 / P3 and P4	
ECTS credits and Study load	Study load: 10 ECTS	
		Number of hours on the clock:
	Scheduled time	85.5
	Time for self-study	231.25
	Total study load (hours)	194.5
	Introduction sessions and Academic coach meetings are planned during the contact hours. Relevant guest lectures are organised outside the contact hours.	
Entry requirements for study unit	Approval from bachelor programme the student is enrolled in.	

2. Content and organisation	
Professional task	Students will write a management report to the project commissioner. The report must include the solutions' script that can be run to simulate or prove that the solution is workable.
	The project is based on an actual assignment by a commissioner, who is either a company, research institute, or public sector institute.
	The management report must also include an executive summary. The students will present their findings and defend the decisions made.
Exit qualifications / Programme Learning Outcomes (PLO)	Business Research (TWM24): Student must be able to analyze a complex business problem through the use of appropriate research methodology that will result in an appropriate business solution in their assigned project.
	Collaboration (WW6): Student must be able to collaborate effectively with different stakeholders (students, commissioner, academic coach) and achieve a desirable output while considering individual stakeholder goals.
	Communication (WW4): Students must be able to use communicate effectively (visually and orally) the results of their finding and solution to their target stakeholder.
	Management of Information as Digital Citizen (WW7): Student must be able to produce actionable management information as part of their data driven project.
	Critical Thinking WT1:

	<p>Use the process of thoughtful evaluation to deliberately formulate a reasonable conclusion.</p> <p>Included and not assessed: Innovation & Creativity WT2: Create innovative ideas in a changing business environment in a systematic fashion. Ethical & Social Responsibility LW10: Formulate one's own position concerning ethical and social responsibility in a professional environment.</p>
General description	<p>Project M3DMiB is the final project of students to apply their knowledge and skills obtained during the foundation and the various e-learning material that is available for them.</p> <p>The e-learning material contains various tools, and techniques, used in data science. The e-learning material is helpful in understanding or solving the problem within the project. Classes will be scheduled for the students to ask and get expert instruction on which tools are useful for which situations. Students' questions will also be answered during those scheduled moments.</p> <p>During the project the students are expected to work independently with some supervision, both from the company as well as from the academic coach.</p> <p>The real-life company problem that the students must deal with involve any of the following business-related fields:</p> <ul style="list-style-type: none"> • Logistics/Supply chain, • Marketing & Sales, • Finance, and • Human Resources. <p>Each team will be assigned an academic coach. The project commissioner will also guide the students when information and/or data from the commissioner are required.</p> <p>The coach will guide the teams in the process of acquiring skills necessary for the project assignment. He will also answer students' questions related to the tools, skills and technique necessary for the project activities.</p> <p>The project teams will be as diverse as possible, both on culture, study programme, knowledge, and skills in data science.</p>
Cohesion	<p>The SU <i>Data Driven Decisions Making in Business - Project</i> is part of the minor Data Driven Decision Making in Business. The total programme consists of 6 Foundation courses to build the basis for the basic knowledge and understanding on Data Science. There are also 4 Electives courses the students choose depending on own interest and the project being executed as the knowledge from those subjects are necessary to execute the project.</p>
Mandatory participation	<p>It is mandatory to meet the academic advisor and the commissioner at the beginning and end of the project.</p>
Maximum number of participants	<p>30</p>
Compensation options	<p>N/A</p>
Activities and/or instructional formats	<ul style="list-style-type: none"> • Project commissioner visits • Meeting commissioner • Team sessions • Group meetings.

Required literature / description of learning material	<ul style="list-style-type: none"> • Course Manual • Powerpoint slide • Topic-specific articles/reports/etc (hand-outs to be found on #OnderwijsOnline)
Required software / required materials	Software is dependent on the requirement of the project.
Extra contributions (TER 2.7)	N/A

3. Examination	
Name (modular) exam	Portfolio (Management report, Presentation, Reflection).
Code (modular) exam	DATDRD05 / DATDRD06 [TOETS-01]
Assessment criteria	<p><i>A. The criteria for assessing the relevant (management) report is based on TMW24 (Business research) and WW7 (Management of Information as Digital Citizen). The students must demonstrate the ability to:</i></p> <ul style="list-style-type: none"> - Clearly describe the management problem and project objectives using appropriate business terms. - Do proper literature research on the current developments related to the given data driven decision making problem and on the relevant models that could potentially solve the given problem. - Collect field data and analyze these data using the appropriate methodology, which will lead to meaningful results and conclusions. - Derive the proper root causes to the problems using proper data analytic tools and a visual model, determining relevant objectives to be realized. - Come up with relevant management solutions on how to improve the given data driven problem. - Come up with a time planning to realise the proposed improvements. <p><i>B. The criteria for assessing the oral presentation is based on WW4 (Communication). The student must demonstrate the ability to:</i></p> <ul style="list-style-type: none"> - Present the project in a creative, concise, and convincing way based on the target group. - Communicate effectively (both presentation and orally) the outcome of the project, which is deemed acceptable by the target stakeholder. - Defend the results of the project and its consequences in company processes in a logical and convincing way. - Defend the relevance of the chosen solutions in a convincing way. <p><i>C. The criteria for assessing collaboration is based on WW6 (Collaboration). The student must demonstrate the ability to:</i></p> <ul style="list-style-type: none"> - Demonstrates ability to work effectively and respectfully with diverse teams. - Assumes shared responsibility for collaborative work, and values the individual contributions made by each team member.
Exam and modular exam format(s) (type of exam)	<i>Project M3DMiB</i> DATDRD05 / DATDRD0506 [TOETS-01]
Individual / group	<i>Group</i>
Number of examiners	1
Exam period	P2 / P4
Resit period	<i>P2 / P4.</i>
Duration exam	N/A
Permitted resources / aids	N/A
Minimum result	5.5
Weight factor of modular exam	100%
Method of enrolment for exam / enrolment period	Participation is equal to enrolment.

Discussion and review	Lecturer
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Lecture/ contact hours														
	Period 1/3							Period 2 /4						
Lecture week	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Kick-off (Information session)	4	4												
Project supervision			3	3	3	3	3	3	3	3	3	3	3	
Problem Based Learning								4	4	4	4	4	4	
								4	4	4	4	4	4	

Changes compared to last year	several changes in all parts of the Study Unit. Electives are integrated in the project. Number of ECTS from 5 to 10.
Date from which the SU will no longer be offered	N/A