

Course Description

The purpose of this course is to introduce the fundamental leadership theory and associated behaviors that enable students to excel in their analytics careers and to apply these behaviors to personal and professional success. The course builds from the basic premise that leadership is learned. It examines the theory and practice of leadership at the individual and organizational levels, and specifically how to drive effective change management in enterprises at various stages in an enterprise analytics transformation process. Students will be introduced to three weeks of analytics-specific project management, where they will design an analytics project plan using an agile approach incorporating CRISP-DM methodology, and execute that plan in a simulated business setting. Leadership challenges unique to analytics departments in various company sizes will be addressed through the use of case studies and theory-based assignments. The course will focus on developing effective communication strategies and presentations that resonate across business and technical teams.

Learning Goals

The goals of this course are to:

- Identify and distinguish between the primary project management methodologies (Waterfall, Agile)
- Understand the steps in project planning: Defining the project, estimating time and costs, developing a schedule, risk management, project activities, performance measures, resourcing, effective project management techniques.
- Develop an analytics plan according to an agile version of the CRISP-DM approach, and execute this plan in a simulated business setting.
- Review applied project insights from seven top analytics leaders that shape a concise methodology about how to implement a successful analytics program. Identify your personal philosophy and style and expand this for interpersonal influence to drive analytic initiatives in your organization.
- Analyze different forms of value (economic, meaning, and social) and the role value, experience, and research play in effective leadership.
- Identify the theoretical foundations for successful leadership and their application in driving enterprise evolution along the analytics adoption curve.
- Compare and contrast the major leadership theories and discuss the key points and application methods of each theory in the workplace.
- Discuss the context and outcome of applied leadership in specific analytic situations.
- Identify principles by which successful analytic leaders operate.
- Identify and implement high impact analytical presentation strategies.