ÇAĞ ÜNİVERSİTESİ
ÇAĞ UNIVERSITY

SYLLABUS

Social Sciences Institutes

Course Code	Course Title	Credits	ECTS Value
OSD 593	BIG DATA Applications in Business	(2-1-3)	8

Prerequisite Courses:	None		
Course Language:	Turkish	**Course Delivery Mode:**	Face-to-Face
Course Type and Level:	**Elective / Master's Level**		

Instructor's Title, Name, and Surname		Course Hours	Contact
Prof. Dr. Murat KOÇ		3	muratkoc@cag.edu.tr
Course Coordinator:	Asst. Prof. Dr. Yonca BİR		yoncabir@cag.edu.tr

Course Objectives

Course Learning Outcomes	Upon successful completion of this course, the student will be able to;	Relations: Program Outcomes	Relations: Net Contribution
1	Analyze complex data sets in the business environment.	7	5
2	Apply big data analytics techniques to analyze and interpret large datasets.	3	5
3	Develop analytical reports using data visualization tools.	3	5
4	Explain information and makes fast and accurate decisions in business environments.	3	5

Course Content:	Big data, analysis, reporting, use in business processes, applications and examples are examined, within the scope.

Course Schedule (Weekly Plan)

Week	Topic	Preparation	Teaching Methods and Techniques
1	Introduction to the Course, Getting Acquainted and Sharing Expectations	Course syllabus; students write their expectations and prepare a short paragraph to introduce themselves	**Lecture, Padlet application**
2	Concepts of Information & Data	At the end of the class, students prepare a summary	**Lecture, In-class written reflective activity and group work**
3	Transformation of Information into Data	Preparing a briefing note on the topic before the class.	**Lecture, Group work**
4	Enterprise Data Warehouses	Preparing a briefing note on the topic before the class.	**Lecture, Group work, In-class scenario analysis**
5	Analysis of Big Data	At the end of the class, students prepare a summary.	**Lecture, Group work, Storytelling**

6	Reporting	Conducting research on the topic and examining relevant examples.	**Lecture, Discussion, Student Panels**
7	Big Data Management	Conducting research on the topic and examining relevant examples.	**Lecture, Discussion, Q&A session**
8	Midterm Exam		
9	Case Examples	Prepare 3 questions on the topic and bring to class and discuss	**Lecture, Group work, In-class text analysis**
10	Measurement and Performance	Before class, prepare a short information note on the topic and present.	**Student Panels, Lecture, Debate**
11	Use of Technology in Business Processes	Before class, students find a relevant article and bring it to class and present.	**Lecture, Group work, Discussion**
12	Decision Points, Criteria & Formulas	Before class, find a sample case and bring to class	**Lecture, Group work, Case analysis**
13	Demand Management & Prioritization	Students find an example case before the class and bring it to class.	**Lecture, Q&A session**
14	Capacity Management	Students present an example of scientific study from daily life.	**Lecture, In-class Group work, Case analysis**
15	Continuous Education and Development	Conducting research on the topic and examining relevant examples.	**Flipped Classroom, Discussion, Q&A session**
16	Final Exam		

Course Resources	
Textbook:	Halil Aksu, 2019, Big Data, Pusula Publishing.
Recommended References:	Necmi Gürsakal, 2021, Büyük Veri, Seçkin Publishing.

Course Assessment and Evaluation

Activities	Number	Percentile	Notes
Midterm	1	%30	Assignment
Project	1	%20	Research project
Final	1	%50	Assignment

ECTS Table

Content	Number	Hours	Total
Course Duration	**14**	**3**	42
Out-of-Class Study	**14**	**3**	42
Project	**1**	**40**	40
Midterm (Midterm Assignment Duration + Preparation)	**1**	**50**	50
Final (Final Assignment Duration + Preparation)	**1**	**55**	55
		Total:	229

Total / 30:	229/30=7.6
ECTS Credit:	8