

BEYKOZ UNIVERSITY
DIRECTIVE ON THE BIG DATA COORDINATION UNIT

Approving Authority, Date and Number : Senate, 30.12.2025 /19

Annexes and Amendments :Senate,...../....

Annex and Amendment Control Date :

CHAPTER ONE

Purpose, Scope, Legal Basis, and Definitions

Purpose

ARTICLE 1- (1) This Directive covers data collection, analysis, and reporting activities related to education and training processes; student recruitment, enrollment, attendance, academic achievement, graduation, and attrition stages; staff and stakeholder satisfaction (including course evaluation surveys, student, graduate, and employer surveys, etc.); program monitoring and quality assurance practices; and institutional performance indicators and strategic plan monitoring studies.

Scope

ARTICLE 2- (1) This Directive has been prepared in consideration of the legislation in force in the field of higher education, regulations concerning quality assurance and institutional evaluation processes, and the principles governing data management, strategic planning, and the protection of personal data.

Legal Basis

ARTICLE 3- (1) This Directive has been prepared in consideration of the legislation in force in the field of higher education, regulations concerning quality assurance and institutional evaluation processes, and the principles governing data management, strategic planning, and the protection of personal data.

Definitions

ARTICLE 4- (1) For the purposes of this Directive, the following terms shall mean:

- a) University: Beykoz University,
- b)Rector: Rector of Beykoz University,
- c) Big Data Coordination Unit (BDCU): The unit established to ensure the integrated collection, analysis, and reporting of data related to the University’s education and teaching, research, quality assurance, and administrative processes, and to provide input for decision-making processes,
- ç) Coordinator: The person responsible for planning, conducting, and reporting the activities of the Big Data Coordination Unit,
- d) Institutional Data: All quantitative and qualitative data produced regarding the University’s

education and teaching, student affairs, academic staff, administrative staff, research, quality, stakeholder relations, and governance processes,

e) Big Data: The entire set of institutional data generated from different sources, at different times, and in different formats, which, due to its volume, variety, and velocity, requires integrated analysis,

f) Data Collection Tools: Surveys, information systems, forms, monitoring tables, reporting templates, and similar data production instruments,

g) Stakeholder Surveys: Surveys administered for satisfaction, feedback, and monitoring purposes to students, graduates, employers, academic and administrative staff, and other internal and external stakeholders,

ğ) Course Evaluation Surveys: Surveys through which students' views on courses, instructors, and learning experiences are systematically collected,

h) Program Monitoring Data: Data related to program objectives, program learning outcomes, course learning outcomes, achievement rates, graduation, and attrition, used for program monitoring,

ı) Institutional Performance Indicators: Quantitative and qualitative metrics used in strategic planning, quality assurance, and governance decision-making processes,

i) Reporting: Systematic presentation of collected and analyzed data to decision-makers, boards, and relevant units,

j) Quality Assurance Processes: Processes related to the planning, implementation, monitoring, and improvement of education and teaching, research, and administrative activities,

k) Data Security: Protection of institutional data within the framework of the principles of confidentiality, integrity, and availability.

CHAPTER TWO

Establishment, Affiliation, and Organization

Establishment and Affiliation

ARTICLE 5 – (1) The Big Data Coordination Unit shall operate under the authority of the Vice Rector responsible for Education and Teaching, in order to conduct data-driven monitoring, analysis, and reporting activities related to the University's education and teaching processes. (2) Within the scope of its duties, the Unit shall cooperate and coordinate with relevant academic and administrative units in accordance with the principles of data sharing and joint operation.

Appointment of the Coordinator and Organizational Structure

ARTICLE 6 – (1) The Coordinator shall be appointed by the Rector from among faculty members with knowledge and experience in data analytics, statistics, educational sciences, management sciences, or related fields.

(2) The Coordinator shall be responsible to the Rector and the relevant Vice Rector for the planning, execution, monitoring, and reporting of the activities of the Big Data Coordination Unit.

(3) The activities of the Unit shall be carried out with the contribution and support of faculty members assigned to the Big Data Analytics Program conducted within the University's Vocational School.

(4) The Coordinator shall be responsible for the accuracy, consistency, and timely submission of analyses and reports produced by the Unit.

CHAPTER THREE

Duties and Responsibilities

Duties Related to Education and Teaching Processes

ARTICLE 7- (1) The Coordination Unit shall;

- a) Collect and analyze course evaluation surveys, student feedback, and data related to learning experiences, and share the results with the relevant academic units,
- b) Produce quantitative and qualitative data regarding the level of attainment of Course Learning Outcomes (CLOs) and Program Learning Outcomes (PLOs), and ensure that such data are used in program monitoring and evaluation processes,
- c) Provide analytical support within the framework of the Plan–Do–Check–Act (PDCA) cycle for the monitoring, evaluation, and continuous improvement of education and teaching processes,
- ç) Report findings related to program monitoring, course improvement, assessment and evaluation, and student workload analyses in a manner that provides input to the decision-making processes of the Education and Teaching Coordination Office, the Education and Teaching Commission, and relevant academic boards,
- d) Submit periodic and thematic analytical reports on education and teaching processes to the Education and Teaching Commission and the Senate,
- e) Monitor the evaluation of analysis and reports by the Education and Teaching Commission and relevant academic units, and record outputs that are transformed into improvement decisions.

Duties Related to Student Recruitment, Monitoring, and Graduation Processes

ARTICLE 8- (1) The Coordination Unit shall;

- a) Analyze prospective student application, preference, and enrollment data to monitor student demand trends and program-based occupancy indicators,
- b) Analyze data on student attendance, academic achievement, course repetitions, attrition, and graduation processes through a holistic student lifecycle approach,
- c) Identify risk areas and trends related to student recruitment, retention, and graduation processes—which are of critical importance for foundation universities—and share them with relevant units,
- ç) Provide data-driven support for institutional promotion, communication, program planning, and quota strategies through analyses of student recruitment and lifecycle data,
- d) Provide analytical input to preventive and remedial actions regarding student success and persistence through early warning indicators, where deemed necessary,
- e) Develop early warning analyses based on indicators of student achievement, attendance, attrition, and graduation, and share identified risk areas with relevant units.

Duties Related to Stakeholder Surveys and Satisfaction Assessment

ARTICLE 9 – (1) The Big Data Coordination Office plans, prepares, and administers satisfaction and monitoring surveys for employees, students, graduates, employers, and other internal and external stakeholders.

(2) Data obtained from the implemented surveys are analyzed by the Coordination Office, and the results are systematically reported.

(3) The findings obtained are used as inputs in quality assurance, program monitoring and revision, strategic planning, and institutional performance evaluation processes and are shared with the relevant boards and units.

Duties Related to Reporting and Decision Support Activities

ARTICLE 10- (1) The Coordination Office;

- a) prepares reports on institutional performance indicators,
- b) provides data for the Institutional Self-Evaluation Report (KİDR-ISER), the Institutional Accreditation Report (KAR-IAR), and accreditation processes,
- c) supports institutional governance and decision-making processes.

Duties Related to Data Ethics and Security

ARTICLE 11- (1) The activities of the Coordination Office are carried out in compliance with the principles of personal data protection, data security, confidentiality, and ethical use.

(2) Monitoring compliance with data security and ethical principles falls under the responsibility of the Coordination Office.

Principles of Coordination, Data Access, and Confidentiality

ARTICLE 12 – (1) While carrying out activities within its scope of duties, the Big Data Coordination Office works in cooperation and coordination with academic units, administrative units, coordination offices, and commissions.

(2) Within the framework of education and teaching, quality assurance, governance, and strategic management processes at the University, the Coordination Office accesses information systems that produce data, in accordance with the relevant legislation and institutional authorization principle.

(3) In data access and sharing processes, the following are taken as the basis;

- a) Law on the Protection of Personal Data (KVKK),
- b) internal university regulations on data security and information security,
- c) confidentiality agreements and authorization protocols,

(4) The Coordination Office requests the data required within the scope of its duties from the relevant units through official requests; data sharing is carried out in accordance with the principles of purpose limitation and data minimization.

(5) In analyses, reports, and evaluations produced by the Coordination Office, anonymized or aggregated data that do not contain personal data are used.

(6) In processes related to the publication, sharing, or public disclosure of institutional reports, action is taken in consultation with the relevant administrative units and board.

CHAPTER FOUR

Working Procedures and Principles, Final Provisions

Reporting Frequency

ARTICLE 13- (1) Basic analysis and evaluation reports are prepared at least once a year. Periodic reports may be produced when deemed necessary.

Entry into Force

ARTICLE 14- (1) This Directive enters into force on the date of its adoption by the Senate.

Enforcement

ARTICLE 15- (1) The provisions of this Directive shall be enforced by the Rector of Beykoz University.