MSBA 203: DATA VISUALIZATION AND COMMUNICATION FOR BUSINESS ANALYTICS

In Workflow

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8. Registrar's Office (wlindsey@csus.edu)
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Approval Path

1. Wed, 08 Apr 2020 21:02:27 GMT
   Jai Joon Lee (jlee): Approved for CBA College Committee Chair
2. Wed, 08 Apr 2020 23:54:05 GMT
   Jaydeep Balakrishnan (jaydeep.balakrishnan): Approved for CBA Dean

New Course Proposal

Date Submitted:Wed, 25 Mar 2020 22:35:38 GMT

Viewing:MSBA 203 : Data Visualization and Communication for Business Analytics

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Changes proposed by: Min Li (101017159)

Contact(s):

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Catalog Title:
Data Visualization and Communication for Business Analytics

Class Schedule Title:
Data Visualization and Comm

Academic Group: (College)
CBA - Business Administration

Academic Organization: (Department)
Business Administration

Will this course be offered through the College of Continuing Education (CCE)?
Yes

Please specify:
CCE Only

Catalog Year Effective:
Fall 2020 (2020/2021 Catalog)

Subject Area: (prefix)
MSBA - Business Analytics

Catalog Number: (course number)
203

Course ID: (For administrative use only.)
TBD

Units:
3

In what term(s) will this course typically be offered?
Fall, Spring, Summer

Does this course require a room for its final exam?
No, final exam does not require a room

Does this course replace an existing experimental course?
No

This course complies with the credit hour policy:
Yes

Justification for course proposal:
This course will be will be part of the core curriculum for Master of Science in Business Analytics. The curriculum will provide training on visualization of data in support of the overall program objectives by providing foundational skills for data analysis and communication.

Course Description: (Not to exceed 80 words and language should conform to catalog copy.)
Business Communication for Data Analytics. Advanced information technologies that extract non-trivial, actionable, and novel knowledge from data to achieve strategic goals of organizations. Emphasis on data visualization, data communication, business intelligence applications data warehouse, and data mining.

Are one or more field trips required with this course?
No

Fee Course?
No

Is this course designated as Service Learning?
No

Does this course require safety training?
No

Does this course require personal protective equipment (PPE)?
No

Does this course have prerequisites?
No

Does this course have corequisites?
No

Graded:
Letter

Approval required for enrollment?
No Approval Required

Course Component(s) and Classification(s):
Lecture
Tutorial

Lecture Classification
CS#02 - Lecture/Discussion (K-factor=1WTU per unit)
Lecture Units
2

Tutorial Classification
CS#13 - Technical Activity/Laboratory, involving business machines (K-factor=1.3 WTU per unit)
Tutorial Units
1

Is this a paired course?
No

Is this course crosslisted?
No

Can this course be repeated for credit?
No

Can the course be taken for credit more than once during the same term?
No

Description of the Expected Learning Outcomes: Describe outcomes using the following format: 'Students will be able to: 1), 2), etc.'
This course is designed to be a critical component of the Program Learning Objectives for the MS in Business Analytics program. Upon completion of the course students will be able to::
Demonstrate skills in business analytics software, tools, and technologies.
Demonstrate an ability to translate data and analytics into clear and actionable business decisions and insights.
Communicate analytics findings to business decision makers in a variety of formats appropriate to the audience.

Attach a list of the required/recommended course readings and activities:
MSBA_203_Syllabus.docx

Assessment Strategies: A description of the assessment strategies (e.g., portfolios, examinations, performances, pre-and post-tests, conferences with students, student papers) which will be used by the instructor to determine the extent to which students have achieved the learning outcomes noted above.
Assessment strategies include items such as examinations, student papers, group project.

For whom is this course being developed?
Majors in the Dept

Is this course required in a degree program (major, minor, graduate degree, certificate?)
Yes

Has a corresponding Program Change been submitted to Workflow?
No

Identify the program(s) in which this course is required:

Programs:
Master of Science in Business Analytics

Does the proposed change or addition cause a significant increase in the use of College or University resources (lab room, computer)?
No

Will there be any departments affected by this proposed course?
No

I/we as the author(s) of this course proposal agree to provide a new or updated accessibility checklist to the Dean's office prior to the semester when this course is taught utilizing the changes proposed here.
I/we agree

University Learning Goals

Graduate (Masters) Learning Goals:
Communication
Disciplinary knowledge

Is this course required as part of a teaching credential program, a single subject, or multiple subject waiver program (e.g., Liberal Studies, Biology) or other school personnel preparation program (e.g., School of Nursing)?
No

Is this a Graduate Writing Intensive (GWI) course?
No

Key: 13880