MSBA 206: DATA MINING FOR BUSINESS

In Workflow

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

1. Wed, 08 Apr 2020 21:02:35 GMT
   Jai Joon Lee (jlee): Approved for CBA College Committee Chair
2. Wed, 08 Apr 2020 23:54:27 GMT
   Jaydeep Balakrishnan (jaydeep.balakrishnan): Approved for CBA Dean

New Course Proposal

Date Submitted:Wed, 25 Mar 2020 22:38:20 GMT

Viewing:MSBA 206 : Data Mining for Business

Last edit:Wed, 25 Mar 2020 22:38:19 GMT

Changes proposed by: Min Li (101017159)

Contact(s):

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Catalog Title:
Data Mining for Business

Class Schedule Title:
Data Mining for Business

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)
206

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 is a required course for the proposed MS in Business Analytics program.

Course Description: (Not to exceed 80 words and language should conform to catalog copy.)
This course covers data mining methods commonly used in business #including advanced#data visualization,#dimension reduction, classification methods, association rules, cluster analysis, forecasting time series analysis. This course focuses on#applications of data mining methods#in the business environment.#Prerequisite: MSBA 205.#Graded:#Graded Student.#Units:#3.0

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?
Yes

Prerequisite:
MSBA 205

Prerequisites Enforced at Registration?
Yes

Does this course have corequisites?
No

Graded:
Letter

Approval required for enrollment?
No Approval Required

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

Lecture Classification
CS#02 - Lecture/Discussion (K-factor=1WTU per unit)
Lecture Units
3

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.'
Students will be able to:
1. identify opportunities for creating value using data mining in business,
2. identify appropriate data mining methods for a given business problem,
3. evaluate and compare model performance,
4. recognize strengths and limitations of modern data mining methods in business.

Attach a list of the required/recommended course readings and activities:
SYLLABUS_MSBA206DataMining.pdf

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.
Students will be assessed on the curriculum in the class using a variety of methods, including:
Projects
Exams
Quizzes
Homework Assignments

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:
Critical thinking/analysis
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: 13889