MSBA 207: MACHINE LEARNING FOR BUSINESS

In Workflow

1. CBA College Committee Chair (jlee@csus.edu)
2. CBA Dean (mikhaili@csus.edu)
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8. Registrar's Office (wlindsey@csus.edu)
9. PeopleSoft (PeopleSoft@csus.edu)

Approval Path

1. Wed, 08 Apr 2020 21:04:33 GMT
   Jai Joon Lee (jlee): Approved for CBA College Committee Chair
2. Wed, 08 Apr 2020 23:54:36 GMT
   Jaydeep Balakrishnan (jaydeep.balakrishnan): Approved for CBA Dean

New Course Proposal

Date Submitted:Wed, 25 Mar 2020 22:38:43 GMT

Viewing:MSBA 207 : Machine Learning for Business
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Changes proposed by: Min Li (101017159)

Contact(s):

Name (First Last)	Email	Phone 999-999-9999
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Catalog Title:

Machine Learning for Business

Class Schedule Title:

Machine Learning 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)

207

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.)
Machine learning is the science and art of learning from data using computers. In business, machine learning is known as predictive analytics. This course provides an introduction to machine learning and statistical pattern recognition and covers basic concepts, principles, methods, implementation techniques, and applications of machine learning in business. Prerequisite: MSBA 206. 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 206

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 machine learning,
2. estimate the value created using machine learning,
3. provide insights and improve the quality of business decisions using machine learning,
4. recognize where machine learning is applicable within an organization and also understand situations where machine learning can be misused.

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

SYLLABUS_MSBA207MachineLearning.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: 13891