

# MSBA 212: SOCIAL MEDIA ANALYTICS

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## In Workflow

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8. Registrar's Office (w lindsey@csus.edu)
9. PeopleSoft (PeopleSoft@csus.edu)

## Approval Path

1. Wed, 08 Apr 2020 21:04:26 GMT  
Jai Joon Lee (jlee): Approved for CBA College Committee Chair
2. Wed, 08 Apr 2020 23:55:03 GMT  
Jaydeep Balakrishnan (jaydeep.balakrishnan): Approved for CBA Dean

## New Course Proposal

Date Submitted: Wed, 25 Mar 2020 22:40:47 GMT

**Viewing: MSBA 212 : Social Media Analytics**

**Last edit: Wed, 25 Mar 2020 22:40:45 GMT**

Changes proposed by: Min Li (101017159)

### Contact(s):

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

Social Media Analytics

### Class Schedule Title:

Social Media Analytics

### 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)

212

### 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 an elective course of the proposed MS in Business Analytics (MSBA) program.

**Course Description: (Not to exceed 80 words and language should conform to catalog copy.)**

Social media such as Twitter, Facebook, and YouTube has transformed the businesses by putting knowledge production and communication in the hands of customers. The unprecedented volume, velocity, and variety of social media data can help organizations accomplish their business objectives. The goal of this course is to prepare students to be effective leaders in a landscape that involves social media data driven business decision making.

**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):**

Activity

Lecture

**Activity Classification**

CS#15 - Technical Activity/Laboratory (K-factor=1.5 WTU per unit)

**Activity Units**

1.5

**Lecture Classification**

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

**Lecture Units**

1.5

**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. Develop a conceptual understanding of Web mining, network analysis, information retrieval, and predictive modeling in order to make business decisions by analyzing social media data.
2. Apply state-of-the art techniques to obtain, monitor, and extract business insights from online social platforms.
3. Design a business goal-based social media analytics plan to help an organization to accomplish business objectives.

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

TextBook\_Information.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.**

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:

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

**Please attach any additional files not requested above:**

MSBA 212 Social Media Analytics.docx

Key: 13893