

MSBA 203: DATA VISUALIZATION AND COMMUNICATION FOR BUSINESS ANALYTICS

In Workflow

1. CBA College Committee Chair (gardner@csus.edu)
2. CBA Dean (jaydeep.balakrishnan@csus.edu)
3. Academic Services (torsetj@csus.edu; cnewsome@skymail.csus.edu)
4. Senate Curriculum Subcommittee Chair (curriculum@csus.edu)
5. Writing and Reading Subcommittee Chair (Writing and Reading Subcommittee Chair@csus.edu)
6. Grad Studies Policies Committee Chair (anne.lindsay@csus.edu)
7. Dean of Undergraduate (james.german@csus.edu; celena.showers@csus.edu)
8. Dean of Graduate (cnewsome@skymail.csus.edu)
9. Catalog Editor (torsetj@csus.edu)
10. Registrar's Office (w lindsey@csus.edu)
11. PeopleSoft (PeopleSoft@csus.edu)

Approval Path

1. Mon, 27 Sep 2021 23:28:28 GMT
Sharyn Gardner (gardner): Approved for CBA College Committee Chair
2. Mon, 27 Sep 2021 23:34:56 GMT
Jaydeep Balakrishnan (jaydeep.balakrishnan): Approved for CBA Dean

History

1. Mar 31, 2021 by Min Li (limin)

New Course Proposal

Date Submitted: Mon, 27 Sep 2021 23:23:25 GMT

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

Last approved: Wed, 31 Mar 2021 14:02:05 GMT

Last edit: Mon, 27 Sep 2021 23:23:24 GMT

Changes proposed by: Joseph Taylor (219186475)

Contact(s):

Name (First Last)	Email	Phone 999-999-9999
Joseph Taylor	joseph.taylor@csus.edu	916-278-7122

Catalog Title:

Data Visualization and Communication for Business Analytics

Class Schedule Title:

Data Visualization and Comm

Academic Group: (College)

CBA - Business

Academic Organization: (Department)

Information Systems and Business Analytics

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

Yes

Please specify:

CCE Only

Catalog Year Effective:

Fall 2022 (2022/2023 Catalog)

Subject Area: (prefix)

MSBA - Business Analytics

Catalog Number: (course number)

203

Course ID: (For administrative use only.)

203605

Units:

3

Is the primary purpose of this change to update the term typically offered or the enforcement of requisites at registration?

No

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:

To make the course a GWI course earlier in the program to allow for timely application to graduation

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

This course examines advanced information technologies that extract non-trivial, actionable, and novel knowledge from data to achieve strategic goals of organizations. The course emphasizes data visualization, data communication, business intelligence applications data warehousing, 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):

Seminar

Seminar Classification

CS#05 - Seminar (K-factor=1 WTU per unit)

Seminar 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."

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:

Our graduates will communicate key knowledge of business analytics with clarity and purpose, within the field and broader business contexts.

- 1) Employ the major formats, genres, and styles of writing used in the discipline
- 2) Apply the effective use of the APA citation style in communicating findings through data
- 3) Make use of techniques for describing quantitative results through text
- 4) Practice reading and writing as a learning process that involves peer and instructor feedback, revision, critical reflection, and self-editing.
- 5) Analyze data in absolute, relative and trend based scenarios
- 6) Compose iterative report development with peers and instructor to address key business questions in both individual and group assignments
- 7) Persuade decision makers using a variety of analytics based formats to communicate findings appropriate to the audience.
- 8) Determine the major ethical and legal issues of business analytics implementation

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

MSBA_203_Syllabus_GWI.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 (ELO 1), student papers (ELO 2), group project (ELO 3).

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:**

MS 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?

Yes

Please attach the GWI Course Approval Request form:

GWl form_MSBA203.doc

Key: 13880