DS 110: DATA MINING FOR BUSINESS ANALYTICS

In Workflow

1. CBA College Committee Chair (jlee@csus.edu)
2. CBA Dean (mikhaili@csus.edu)
3. Academic Services (curriculum@csus.edu)
4. Senate Curriculum Subcommittee Chair (curriculum@csus.edu)
5. Dean of Undergraduate (gardner@csus.edu)
6. Dean of Graduate (cnewsome@skymail.csus.edu)
7. Catalog Editor (catalog@csus.edu)
8. Registrar's Office (k.mcfarland@csus.edu)
9. PeopleSoft (PeopleSoft@csus.edu)

Approval Path

1. Mon, 08 May 2023 17:13:45 GMT
   Jai Joon Lee (jlee): Approved for CBA College Committee Chair
2. Mon, 08 May 2023 17:22:23 GMT
   Andrey Mikhailitchenko (mikhaili): Approved for CBA Dean

History

1. Nov 1, 2019 by Min Li (limin)
2. Oct 3, 2022 by 301127606

Date Submitted: Wed, 26 Apr 2023 18:00:33 GMT

Viewing: DS 110 : Data Mining for Business Analytics

Formerly known as: DS 133

Last approved: Mon, 03 Oct 2022 15:50:59 GMT

Last edit: Wed, 26 Apr 2023 18:00:32 GMT

Changes proposed by: Min Li (101017159)

Contact(s):

Name (First Last)	Email	Phone 999-999-9999
Min Li	limin@csus.edu	916-278-7132

Catalog Title:
Data Mining for Business Analytics

Class Schedule Title:
Data Mining for Business Analy

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)?
No

Catalog Year Effective:
Fall 2024 (2024/2025 Catalog)

Subject Area: (prefix)
DS - Decision Sciences

Catalog Number: (course number)
110

Course ID: (For administrative use only.)
149841

Units:
3

Is the only purpose of this change to update the term typically offered or the enforcement of existing requisites at registration?
No

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

Does this course require a room for its final exam?
Yes, final exam requires a room

This course complies with the credit hour policy:
Yes

Justification for course proposal:
Add a prerequisite course DS 102 so students are better prepared with foundational knowledge and tools to learn data mining methods in this course.

Course Description: (Not to exceed 80 words and language should conform to catalog copy.)
Data mining methods including data visualization, classification (logistic regression, discriminant analysis), tree-based methods, cluster analysis, principle components analysis, factor analysis, neural networks, classification and regression trees, and facilitated through software. Focus on applications in the business environment.

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

Fee Course?
No

Is this course designated as Service Learning?
No

Is this course designated as Curricular Community Engaged 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:
DS 101 or STAT 103 or ENGR 115 or equivalent. DS 102 or instructor consent. Business, Computer Science, and Mathematics are approved majors to enroll in the course.

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 and Assessment Strategies:

List the Expected Learning Outcomes and their accompanying Assessment Strategies (e.g., portfolios, examinations, performances, pre-and post-tests, conferences with students, student papers). Click the plus sign to add a new row.

	Expected Learning Outcome	Assessment Strategies
1	Identify opportunities for creating value using data mining in business.	Weekly homework assignments
2	Identify appropriate data mining methods for a given business problem.	Case studies to solve real business problems
3	Evaluate and compare model performance.	In-class examinations
4	Recognize strengths and limitations of modern data mining methods in business.	Group project

Attach a list of the required/recommended course readings and activities:
SYLLABUS_DS110.docx

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:
BS in Business Administration (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

Undergraduate Learning Goals:
Competence in the disciplines

Integrative learning
Intellectual and practical skills

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

GE Course and GE Goal(s)

Is this a General Education (GE) course or is it being considered for GE?

No

Key: 1190