

MSBA 212: SOCIAL MEDIA ANALYTICS

In Workflow

- 1. CBA College Committee Chair (panggabean@csus.edu,joseph.taylor@csus.edu)
- 2. CBA Dean (ptong@csus.edu)
- 3. Academic Services (catalog@csus.edu)
- 4. Senate Curriculum Subcommittee Chair (curriculum@csus.edu)
- 5. Dean of Undergraduate and Graduate (Dean of Undergraduate and Graduate@csus.edu)
- 6. Catalog Editor (catalog@csus.edu)
- 7. Registrar's Office (k.mcfarland@csus.edu)
- 8. PeopleSoft (PeopleSoft@csus.edu)

Approval Path

- 1. 2026-04-15T22:20:08Z
Tota Panggabean (panggabean): Approved for CBA College Committee Chair
- 2. 2026-04-18T02:03:17Z
Pingsheng Tong (ptong): Approved for CBA Dean

History

- 1. Mar 31, 2021 by Min Li (limin)
- 2. Jun 9, 2022 by 302822325
- 3. Feb 9, 2024 by Katie Dickson (katiedickson)

Date Submitted: 2026-04-11T00:52:08Z

Viewing: MSBA 212 : Social Media Analytics
Last approved: Fri, 09 Feb 2024 17:29:49 GMT
Last edit: 2026-08-28T20:47:26Z

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:
Social Media Analytics

Class Schedule Title:
Social Media Analytics

Academic Group: (College)
CBA

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:
Spring 2027 (2026/2027 Catalog)

Subject Area: (prefix)
MSBA - Business Analytics

Catalog Number: (course number)

212

Course ID: (For administrative use only.)

203611

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, Summer

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:

This change updates the course classification from Seminar (CS#05) to Lecture/Discussion (CS#02) to accurately reflect the instructor-led format of MSBA courses, which include structured lectures, guided discussions, technical demonstrations, and applied analytical exercises. In addition, the designation "Final exam requires a room" is added to accommodate in-person assessment needs, as the program now enrolls international students who are required to attend class in person. Previously, the program primarily served domestic online students. These updates do not alter course content, learning outcomes, or credit hours but ensure that the course classification and logistical designations accurately reflect the current instructional delivery and student population.

Course Description: (Not to exceed 90 words and language should conform to catalog copy.)

This course prepares students to draw business insights and make business decisions by mining social media data.

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:

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 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	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.	Exams Quizzes Homework Assignments
2	Apply state-of-the art techniques to obtain, monitor, and extract business insights from online social platforms.	Projects Homework Assignments
3	Design a business goal-based social media analytics plan to help an organization to accomplish business objectives.	Projects

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

TextBook_Information.docx

Is this course required in a degree program (major, minor, graduate degree, certificate?)

No

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

Key: 13893