Washtenaw Community College Comprehensive Report

BMG 285 Applied Data Analytics
Effective Term: Fall 2015

Course Cover
Division: Business and Computer Technologies
Department: Business
Discipline: Business Management
Course Number: 285
Org Number: 13210
Full Course Title: Applied Data Analytics
Transcript Title: Applied Data Analytics
Is Consultation with other department(s) required: No
Publish in the Following: College Catalog , Time Schedule
Reason for Submission: Reactivation
Change Information:
   Consultation with all departments affected by this course is required.
   Course title
   Course description
   Credit hours
   Total Contact Hours
   Pre-requisite, co-requisite, or enrollment restrictions
   Outcomes/Assessment
   Objectives/Evaluation
Rationale: This inactive course is being updated to use as a cross-listed course for CIS 285 Applied Data Analytics
Proposed Start Semester: Fall 2015
Course Description: In this course, students will be introduced to the fundamental concepts of "Big Data" management and data science analytics, learning to recognize the challenges faced in dealing with massive volumes of available data as well as in proposing scalable solutions for them. This course is highly interactive, using case studies that span multiple vertical industries to process and analyze data related to common business issues. The title of this course was previously Meeting Management.

Course Credit Hours
Variable hours: No
Credits: 4
Lecture Hours: Instructor: 60 **Student:** 60
Lab: Instructor: 0 **Student:** 0
Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 60 **Student:** 60
Repeatable for Credit: NO
Grading Methods: Letter Grades
Audit
Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing
College-level Reading & Writing

College-Level Math

Requisites
Prerequisite
BMG 265 minimum grade "C"
and
Prerequisite
BMG 275 minimum grade "C"
and
Prerequisite
CIS 282 minimum grade "C"

General Education
General Education Area 7 - Computer and Information Literacy
Assoc in Arts - Comp Lit
Assoc in Applied Sci - Comp Lit
Assoc in Science - Comp Lit

Request Course Transfer
Proposed For:

Student Learning Outcomes

1. Identify basic data science methodologies.
   Assessment 1
   Assessment Tool: Department created final exam - short answer/multiple-choice questions
   Assessment Date: Fall 2018
   Assessment Cycle: Every Three Years
   Course section(s)/other population: Minimum of two sections of BMG/CIS 285 over the three-year period.
   Number students to be assessed: All
   How the assessment will be scored: Answer key
   Standard of success to be used for this assessment: 70% of the students will score 70% or higher.
   Who will score and analyze the data: Departmental faculty

2. Apply basic analytic techniques to transform data into information.
   Assessment 1
   Assessment Tool: Sample of case study reports
   Assessment Date: Fall 2018
   Assessment Cycle: Every Three Years
   Course section(s)/other population: Minimum of two sections of BMG/CIS 285 over the three-year period
   Number students to be assessed: All
   How the assessment will be scored: Departmentally-developed rubric
   Standard of success to be used for this assessment: 70% of the students will score 70% or higher.
   Who will score and analyze the data: Departmental faculty

Course Objectives
1. Recognize and use basic statistical functions.
   Matched Outcomes
2. Identify data management technologies of "Big Data".
   Matched Outcomes
3. Identify the visualization appropriate for the given data.
   Matched Outcomes
4. Query and extract data from multiple databases.
   Matched Outcomes

5. Apply basic data science methodologies to derive actionable information.
    Matched Outcomes
6. Reach conclusions and provide rationale to each case study.
    Matched Outcomes

New Resources for Course
Will need assistance from IT to establish the data infrastructure for the course.

Course Textbooks/Resources
Textbooks
Manuals
Periodicals
Software
Equipment/Facilities

Reviewer	Action	Date
Faculty Preparer:		
Cheryl Byrne	*Faculty Preparer*	*Dec 11, 2014*
Department Chair/Area Director:		
Colette Young	*Recommend Approval*	*Dec 22, 2014*
Dean:		
Kimberly Hurns	*Recommend Approval*	*Jan 06, 2015*
Vice President for Instruction:		
Bill Abernethy	*Approve*	*Mar 03, 2015*