



College Document # _____

UCC Document # 172

Review Type: Edit Exp Full

CATALOG YEAR 2015-2016

COLLEGE/SCHOOL/SECTION: A.R. Sanchez, Jr. School of Business

Course: Add: Delete: Delivery:
(check all that apply) Change: Number Title SCH Description Prerequisite

Response Required: New course will be part of major minor as a required or elective course

Response Required: New course will introduce , reinforce , or apply concepts

Response Required: Grade Type Normal (A-F) CR/NC P/F

Shortened Course Format: Equivalent Student Learning Outcomes verified: _____

If new, provide Course Prefix, Number, Title, **Measurable** Student Learning Outcomes, SCH Value, Description, prerequisite, and lecture/lab hours if applicable. If in current online catalog, provide change and attach text with changes in red and provide a brief justification.

Program: Delete: Add: Change: Attach new/changed Program of Study description and 4-year plan. If in current online catalog, provide change and attach text with changes in red.

Program Learning Outcomes: Add: Change: Attach listing of program learning outcomes.

Minor: Add: Delete: Change: Attach new/changed minor. If in current online catalog, provide change and attach text with changes in red.

College Introductory Pages: Add information: Change information: Attach new/changed information. If in current online catalog, provide change and attach text with changes in red.

Other: Add information: Change information: Attach new/changed information. If in current online catalog, provide change and attach text with changes in red.

Approvals:

Signature

Date

Chair
Department Curriculum Committee

SShankar

2/24/2015

Chair
Department

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2/24/15

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2/24/2015

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R. Stephen Sears

2/25/2015

Provost

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2014

<http://www.tamtu.edu/catalog/current/courses/mis5375.shtml>

Current Course Description:

MIS 5375

Data Mining and Business Analytics

Three semester hours.

Business Intelligence (BI) is a multifaceted concept that includes the tools, architecture, data warehouses and methods supporting data collection, analysis and presentation. The principal focus of the course is on major managerial and strategic issues related to collection, integration, distribution and analysis of enterprise-wide information quickly and effectively. BI is used today not only in executive level decision making but also at the operational and other levels. The topics covered in this course that support these aspects are: data mining, data warehouse, data extraction, BI spectrum, BI cycles, Online Analytical Processing (OLAP), Business Process Management (BPM), multi-dimensional data analysis, visualization, clouds for BI, data security and ethical handling of data. Students will be introduced to leading edge technical tools for hands-on data analysis and integration. Prerequisites: DS 2310 or equivalent.

New Course Description:

This course describes the set of techniques and tools for the transformation of an organization's raw data into meaningful and useful information for business decision-making. Major topics include data warehousing, data mining, data analytics, and statistical modeling. Prerequisites: DS 2310 or equivalent.

Justification for course description change: Previous course description was both too comprehensive and specific. It included too many topics to be covered in one course. Several of the topics included were too specific to be relevant over time, as new technologies and terms change very rapidly in this field.