



College Document # _____

UCC Document # 248Review Type: Edit Exp Full**CATALOG YEAR 2013-2014**COLLEGE/SCHOOL/SECTION: A.R. Sanchez, Jr. School of Business

Course: Add: ☒ Delete:
(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

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

Jacqueline MayfieldMarch 7, 2013

Chair
Department

L. Guirivadan3/7/13

Chair
College Curriculum Committee

Jacqueline MayfieldMarch 7, 2013

Dean

R. Stephen SearsMarch 8, 2013

MIS 5375 Data Mining and Business Analytics

Course Description

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 will 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. The students will be introduced to some leading edge technical tools for hands-on data analysis and integration that goes beyond Excel and Access.

Learning Outcomes

1. Learn about data warehouses, data mining and how to implement them
2. Understand the basic concepts and capabilities of BI
3. Understand the various drivers for BI initiatives in organizations
4. Learn the different Business Analytics models
5. Learn to use tools for data visualization
6. Provide an overview of Business Process Management and Online Analytical Processing
7. Learn about the new trends in use of cloud technology for data management
8. Learn about the data security aspects and compliance requirements
9. Perform hands-on data analysis using some leading edge tools
10. Learn about the ethical aspects of data management

Pre-Requisites

1. MIS 5360 Management of Information Systems
 2. DS 2310 Business Statistics or equivalent
- OR consent of instructor