FITCHBURG STATE UNIVERSITY

These top fields will be completed by the SGOCE office.

Academic Year: 2021-22 SGOCE#: 15

New Graduate Course Proposal

Form Procedure
To share the form with others prior to Submitting choose the **Save Progress** option at the bottom.
Create a PDF of the saved form go to Print and choose Save as PDF copy rather than print.
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Course Title

Course Title: Managing Business Analytics

Proposed Banner Abbreviation: Managing Business Analytics

Banner limit of 30 characters, including punctuation, spaces, and special characters.

Department/Committee Information

The main contact person for the Graduate Curriculum Committee should fill out this form.

Requestor Name: Denise Simion

Members of the Graduate Curriculum Committee: Beverley Hollingsworth; Brian Webb; Denise Simion; Michael Greenwood; Marian Simion; Patrick Malone; Renee Scapparone; Kwahng Kim; Glenn King, Jr.; Marie Hunt

Department / Unit Developing: Business Administration

Chair of Department for Program: Renee Scapparone Chair Email: Renee Scapparone rscappar@

Academic Dean of Department or Program: Nancy Murray Academic Dean E-mail: <Dr. Murray> nmurray5@fitchl

Program Chair: The Program Chair for this request is among the people listed above.

- (•) Yes
- ( ) No

Course Information

Course Description

To stay competitive businesses need to engage in data analytics. This course offers students an overview of employing analytics in business and provides a roadmap for defining and running business analytics projects. This course provides a mixture of lectures, readings, group discussions, and business case analysis. It is not expected that students will have previous data science or analytics knowledge.

Rationale and expected outcomes of offering the Course

1. Integrate project management and business analysis methods in analytics projects to optimize business goals.
2. Create a collaborative team environment by building upon other members contributions to accomplish a goal as decided by the discussion group assigned.
3. Build and present effective communication of concepts and ideas through group discussions and business case analysis papers.
4. Examine the 4 basic data analytics to determine the best approach based upon the business goal.
5. Analyze the various ethical, legal, and global considerations that need to be considered when engaging in analytics projects.
6. Study the technology and tools currently available for running analytics and look toward the future.
7. Evaluate how business analytics is used to influence and motivate the achievement of business strategy.

Number of Credits: 3

Discipline Prefix or Prefixes: MGMT

Brief rationale if more than one prefix:

Level of Course: * 7000 / 8000 / 9000

Brief rationale for level choice:: * MBA Course

The course will be: Requirement / Elective

Elective or Requirement Note/Special: MBA / Business Analytics Concentration

Is there a similar undergraduate course? * Yes / No

Does this course affect offerings in any other department or program? * Yes / No

Course Enollment

Expected Average Enrollment: * 45

This course is a replacement for: Course # / Name

Has the course been offered previously as a "Topics" course? * Yes / No

Is this an Extended Campus Course? * Yes / No

Which semester will this course be offered for the first time?: * Fall 2022

How often thereafter to be offered?: * Every Semester

Course Requirements

Prerequisite course(s) if any:

Additional Requirements

Laboratory Hours:

Fieldwork Hours:

Pre-Practicum Hours:

Practicum Hours:

Other Requirements (specify):

Syllabus Upload

New Course Syllabus Upload: Proposal-MBA-Data_Analytics-Managing_Business_Analytics-20211209.pdf

Signatures

*Click on the **Submit Form** button at the bottom of the page after you have signed the form.*
You should receive an email confirmation that your signature has been completed.

...3834343031

Denise Simion — 12/09/2021
Requester Signature — Date

...3633313533

Renee Scapparone — 12/10/2021
Department Chair Approval — Date

...3935353631

Nancy Murray — 12/13/2021
Academic Dean Signature — Date

...3937383636

Becky Copper Glenz — 12/13/2021
SGOCE Dean Signature — Date

Approval of the Graduate Council — Date

Approval of the President — Date

Notification

Reviewed by the Registrar: _____

Reviewed by the Library: _____

SGOCE Admin. Assistant Signature: Electronically signed by Denise Bertrand on 12/10/2021 2:05:47 PM

COURSE NAME Managing Business Analytics

INSTRUCTOR Denise Simion, PhD

COURSE DESCRIPTION To stay competitive businesses need to engage in data analytics. This course offers students an overview of employing analytics in business and provides a roadmap for defining and running business analytics projects. This course provides a mixture of lectures, readings, group discussions, and business case analysis. It is not expected that students will have previous data science or analytics knowledge.

COURSE OBJECTIVES

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6. Study the technology and tools currently available for running analytics and look toward the future.
7. Evaluate how business analytics is used to influence and motivate the achievement of business strategy.

	TOPICAL OUTLINE	ESTIMATED CONTACT HOURS
I	**Business Data Analytics Basics** • **Key Terminology** • **Scientific Method Concepts and Process** • **Business Analysis Concepts, Tools, and Process** • **4 Basic Types of Data Analytics** • **Data Analytics Spectrum** • **Data Scientists and Technology**	**4**
II	**Aligning Business Strategy and Company Culture to Data Analytics** • **Strategic Plans Review** • **Considerations of Company Culture** • **Working with Stakeholders** • **Questions for Defining a Business Need** • **Determine Business Impact: Internal or External Processes** • **Assigning Financial Value to "Intangibles"**	**6**

	TOPICAL OUTLINE	ESTIMATED CONTACT HOURS
III	**Defining the Analytics Project** • **Determine Leading Indicators** • **Hypothesis Creation and Intervention Definition** • **Aligning Analytics Project to Leading Indicators** • **Analytics Project Selection** • **Data Analytics Type Selection**	**6**
IV	**Data Collection Management Process** • **Defining Measurement Map and Metrics Checklist** • **Database Structure** • **Data Collection and Cleaning** • **Data Collection Considerations: Ethics, Legal, and Global**	**6**
V	**Analytics Implementation** • **Review of Statistics** • **Correlation versus Causation** • **Analytics Continuum Reviewed** • **Five Stages of Analytical Maturity** • **Autonomous Considerations: Ethics, Legal, and Global**	**6**
VI	**Managing Data Analytics Initiatives** • **Project Management Process (Inception through Evaluation)** • **Managing an Analytics Project Team versus a Department** • **Leadership and Communication Considerations**	**6**
VII	**Today, Tomorrow, and Beyond** • **Visualization Techniques for Communicating Data** • **Predictive Analytics** • **Machine Learning and Artificial Intelligence** • **Reimagine the Business Strategy**	**6**
	Total Sessions Expressed as Contact Hours	**40**

RECAP

IDENTIFICATION OF CPC TOPICS COVERED IN THIS COURSE	ESTIMATED CONTACT HOURS
Accounting	1
Marketing	1
Finance	1
Management	
Management Principals	3
Organizational Behavior	3
Human Resource Management	3
Operations Management	3
Economic/Social/Legal Environment	
Legal Environment of Business	3
Economics	3
Business Ethics	3
Decision-Support Tools	
Information Systems	15
Quantitative Methods/Statistics	15
International/Global Dimensions of Business	3
Integrative Experience	3
Total (estimate of contact hours)	**60**

GRADING SCALE

4.0	A	95-100
3.7	A-	92-94
3.5	A-/B+	89-91
3.3	B+	86-88
3.0	B	83-85
2.7	B-	80-82
2.5	B-/C+	77-79
2.3	C+	74-76
2.0	C	71-73
0	F	0-70

REQUIRED TEXT *Competing on Analytics: The New Science of Winning.* Thomas H. Davenport & Jeanne G. Harris. Harvard Business Review Press. 2017. ISBN: 978-1633693722.