

New Graduate Course Proposal

Form Procedure

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Course Title

Course Title:

Business Analytics: Quality, Ethics and Law

Proposed Banner Abbreviation:

Analytics: Quality/Ethics/Law

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:

Marian 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@fitch.edu

Academic Dean of Department or Program:

Nancy Murray

Academic Dean E-mail:

<Dr. Murray> nmurray5@fitch.edu

Program Chair

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

- * Yes
 No

Course Information

Course Description

This course centers on the significance of qualitative analysis, ethics, and law in business analytics. Topics include social networking, the ethics of social media research, and qualitative research methodology for online communities. The class also engages topics such as: uses and misuses of artificial intelligence, how personal data is recorded, analyzed, used and sold; the ethics of big data analytics, networks of control, profiling, discrimination, structural violence, human rights, international affairs, cyberattacks, terrorism, domestic and international politics, economy, forced consent, EU legislation, and other relevant topics.

Rationale and expected outcomes of offering the Course

1. Conceptual Review of scientific method and business analysis (I.S.)
2. Social Networking: Connecting, Communicating, and Personal Vulnerabilities (I.R.S.)
3. Data analysis in Marketing Research (I.R.S.)
4. Data analysis in Academic Business Research (I.R.S.)
5. Data analysis and the ethics of social media (I.R.S.)
6. Data analytics: How personal data is recorded, analyzed, used and sold (I.R.S.)
7. Big Data and Global Concerns: Profiling, Discrimination, Structural Violence, Human Rights Abuses, Freedom of Speech, Freedom of Conscience and Thought (I.R.S.)
8. Big Data and the Future of Humanity (I.R.S.)

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:

The course will be: Requirement Elective Elective or Requirement Note/Special:

Is there a similar undergraduate course? Yes No

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

Course Enrollment

Expected Average Enrollment:

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?: How often thereafter to be offered?:

Course Requirements

Prerequisite course(s) if any:

Additional Requirements

Laboratory Hours: <input type="text"/>	Fieldwork Hours: <input type="text"/>
Pre-Practicum Hours: <input type="text"/>	Practicum Hours: <input type="text"/>

Other Requirements (specify):

Syllabus Upload

New Course Syllabus Upload:

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.

...3338363236
Marian Simion _____
 Requester Signature Date 12/09/2021

...3534303734
Renee Deapparone _____
 Department Chair Approval Date 12/09/2021

...3933323434
Nancy Murray _____
 Academic Dean Signature Date 12/10/2021

...3634313334
Becky Copper Heng _____
 SGOCE Dean Signature Date 12/10/2021

 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 1:51:28 PM

COURSE NAME Business Analytics: Quality, Ethics and Law

INSTRUCTOR Dr. Marian Simion

COURSE DESCRIPTION This course centers on the significance of qualitative analysis, ethics, and law in business analytics. Topics include social networking, the ethics of social media research, and qualitative research methodology for online communities. The class also engages topics such as: uses and misuses of artificial intelligence, how personal data is recorded, analyzed, used and sold; the ethics of big data analytics, networks of control, profiling, discrimination, structural violence, human rights, international affairs, cyberattacks, terrorism, domestic and international politics, economy, forced consent, EU legislation, and other relevant topics.

COURSE OBJECTIVES

1. Conceptual Review of scientific method and business analysis (I.S.)
2. Social Networking: Connecting, Communicating, and Personal Vulnerabilities (I.R.S.)
3. Data analysis in Marketing Research (I.R.S.)
4. Data analysis in Academic Business Research (I.R.S.)
5. Data analysis and the ethics of social media (I.R.S.)
6. Data analytics: How personal data is recorded, analyzed, used and sold (I.R.S.)
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8. Big Data and the Future of Humanity (I.R.S.)

		ESTIMATED CONTACT HOURS
	Business Data Analytics Basics	
I	<ul style="list-style-type: none">• 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	DATA ANALYSIS: Social Networking: Connecting, Communicating, and Personal Vulnerabilities <ul style="list-style-type: none">• History of social media: from Arpanet to TikTok• Media communicating and connecting in the 21st century• The Rise of Social Networking Sites• Visual, Virtual, and Audiovisual Sites	6
III	DATA ANALYSIS: The Ethics of Social Media Research: Free-For-All Data and Research on Human Subjects <ul style="list-style-type: none">• Netnography and Ethics (deontology, consequentialism)• The Consent Gap in Social Media Research• The Researcher and the Research on Human Subjects• Ethics, Empathy, Morality	6

TOPICAL OUTLINE	ESTIMATED CONTACT HOURS
<p>DATA ANALYSIS: Nethnography as Qualitative Research Methodology: The Seven Steps to Social Media Data Collection, Analysis and Sharing</p> <p>IV</p> <ul style="list-style-type: none"> • Research Question • Data Ethics • Anonymous Data • Sampling • 7 Steps to Social Media Data Collection, Analysis, Sharing 	6
<p>BIG DATA ANALYTICS: From Human Connection and Communication to Personal Data Gathering: Uses and Misuses</p> <p>V</p> <ul style="list-style-type: none"> • How personal data is recorded • How personal data is analyzed • How personal data is used • How personal data is sold 	6
<p>BIG DATA ANALYTICS: Global Concerns: Profiling, Discrimination, Structural Violence, Human Rights Abuses, Freedom of Speech, Freedom of Conscience and Thought</p> <p>VI</p> <ul style="list-style-type: none"> • Societal Implications • Ethical Reflections on Personal Data Markets • Recommended Action • Human Rights 	6
<p>BIG DATA ANALYTICS: International Affairs, Politics, and Economy</p> <p>VII</p> <ul style="list-style-type: none"> • Global Order and Terrorism • Web Surfing and Forced Consent • European Union Legislation • Social Media, Trolling and Elections • The Cost of Cyberattacks for the Global Economy 	6
<p>Total Sessions Expressed as Contact Hours</p>	<p>40</p>

RECAP

IDENTIFICATION OF CPC TOPICS COVERED IN THIS COURSE	ESTIMATED CONTACT HOURS
Accounting	1
Marketing	1
Finance	1
Management Management Principals Organizational Behavior Human Resource Management Operations Management	3 1 1 1
Economic/Social/Legal Environment Legal Environment of Business Economics Business Ethics	10 10 10
Decision-Support Tools Information Systems Quantitative Methods/Statistics	3 10
International/Global Dimensions of Business	5
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

Robert V. Kozinets, 2020, *Netnography: The Essential Guide to Qualitative Social Media Research*. Los Angeles, London: Sage.