SACS Assessment - Fogelman College of Business & Economics

Degree: BIT Data Analytics for Management Graduate Certificate (DAM)

Program Description	The field of data analytics, also described as business intelligence, is exploding in all segments of the business landscape. Tools and techniques of data mining, text mining, web mining, and artificial intelligence, combined with the use of "big data" are driving marketing, finance, economics, and virtually all other aspects of business to new heights. Memphis-area companies are particularly interested in employees and applicants with business intelligence, analytics, and big data skills. The Graduate Certificate Program in Data Analytics for Management prepares the Business Analyst, Manager and the Project Leader to learn the language and fundamentals of mathematical modeling and data visualization techniques. Learn what AI (Artificial Intelligence) can and cannot do for you using business use cases. Successfully lead analytics teams and projects and use engagement metrics from popular social media sites for effectiveness measurement. Use machine learning techniques to detect data patterns from structured and unstructured data to determine a successful business strategy.
Why Created, Who Served	Tools and techniques of data mining, text mining, web mining, and artificial intelligence, combined with the use of "big data" are driving marketing, finance, economics, and virtually all other aspects of business to new heights. Memphis-area companies are particularly interested in employees and applicants with business intelligence, analytics, and big data skills. The Data Analytics for Management certificate program serves individuals with an interest in acquiring applied data management and analytics skills, artificial intelligence, and web mining skills. It also serves Memphis-area businesses that are particularly interested in improving existing employees' data management, analytics skills, artificial intelligence, and web mining skills and/or hiring new employees with these skills.
Faculty Leaders	Ali Adeli, Mark Gillenson, Naveen Kumar, Srikar Velichety, Chen Zhang

		Fair	Good	Exemplary	Measures	
		Did Not Meet Expectations, Limited Accomplishments	Met Expectations, Some Problems, Needs Improvement	Met Expectations, Considerable Expertise Shown With Project	Direct or Indirect Measurements and/or Measurement Links	
	Score:	1	2	3		
Learning Outcome #1	Graduates will be able to understand and analyze business problems in the context of data mining, text mining, web mining, and artificial intelligence.	Inadequately or inaccurately identify, describe, and define business problems related to data mining, text mining, web mining, and artificial intelligence.	Demonstrate competence in identifying, describing, and defining business problems given the business needs in data mining, text mining, web mining, and artificial intelligence.	Effectively identify, describe, and define business problems in detail given the business needs in data mining, text mining, web mining, and artificial intelligence.	Projects, exams, reports	MIS-7620, MIS-7621, MIS-7700, MIS-7710
Learning Outcome #2	Students will be able to identify appropriate data mining, text mining, web mining, and artificial intelligence techniques to solve the business problem.	Vague or inaccurate identification of relevant data mining, text mining, web mining, and artificial intelligence techniques given a business problem.	Clear identification of some relevant data mining, text mining, web mining, and artificial intelligence techniques given a business problem.	Detailed and accurate identification of all relevant data mining, text mining, web mining, and artificial intelligence techniques appropriate for the business problem.	Reports, exams, projects	MIS-7620, MIS-7621, MIS-7700, MIS-7710
Learning Outcome #3	Students will be proficient in the use of contemporary tools and software packages related to business analytics, data visualization, web analytics, and artificial intelligence.	Be able to use the most basic features of current analytics tools and software packages related to business analytics, data visualization, web analytics, and artificial intelligence; has difficulty in using them to solve analytics problems.	Be able to use some of the features of current analytics tools and software packages related to business analytics, data visualization, web analytics, and artificial intelligence; demonstrate competence in using them to solve a limited set of analytics problems.	Be able to effectively use most of the features of current analytics tools and software packages related to business analytics, data visualization, web analytics, and artificial intelligence; demonstrate a high level of proficiency in using them to solve various analytics problems.	Projects, hands-on activities, exams, reports, assignments	MIS-7620, MIS-7621, MIS-7700, MIS-7710
Learning Outcome #4	Students can demonstrate knowledge on the foundation of analytical methods.	Demonstrate vague or inaccurate understanding of the foundation of analytical methods and the basic concepts.	Adequately understand the foundation of analytical methods and the basic concepts.	Fully understand the foundation of analytical methods and the basic concepts.	Exams, assignments	MIS-7700