

Program: BIT Graduate Certificate in Data Analytics: Technology (DAT)

Fogelman College of Business & Economics - Spring 2019

Author: S. J. Schaeffer (sschaffr@memphis.edu)**Executive Summary***2018-2019*

Summary: For the BIT Graduate Certificate in Data Analytics: Technology (DAT), four (4) learning outcomes were assessed directly with students enrolled in selected DAT course sections over the Fall 2018 and Spring 2019 semesters. Faculty teaching the identified sections were provided with a pre-defined rubric for evaluating student skills across the three learning outcomes. For the DAT certificate, there were four (4) learning outcomes: LO1: Students can understand and analyze business problems in the context of business intelligence and analytics, LO2: Students can identify appropriate analytics methodology and approaches to solve the business problem, LO3: Students are proficient in the use of current analytics tools and software packages, and (4) Students can demonstrate how to use contemporary data management techniques that can prepare data for analytics problems and solutions. A rubric of Fair (score=1), Good (score=2), or Exemplary (score=3) was used to assess each student's skills within a given LO. The scores of all students were consolidated and a benchmark of no more than 10% at the fair level (score=1) for a given LO was established for corrective actions.

Results: A total of 49 DAT students were assessed in this cycle (Fall 2018/Spring 2019) with two LOs falling short of the 10% benchmark: LO1 (22% fair) and LO2 (22% fair)

Improvements taken: Both of these LOs require strong math skills which often is a challenge for students coming into the DAT program. To address this need for both LOs, the DAT program now requires that MIS-7700 (Fundamentals of Data Analytics) be completed in the first semester of any student pursuing the DAT certificate.

OUTCOMES	MEANS OF ASSESSMENT & BENCHMARKS/TASKS	RESULTS	ACTION TAKEN & FOLLOW-UP
<p>LO1: Students can understand and analyze business problems in the context of business intelligence and analytics. Outcome Status: Active</p>	<p>Course Embedded Assessments – In Fall 2018 / Spring 2019 semesters students were assessed in identified DAT course sections using a predefined rubric. A total of 49 students were assessed across multiple sections by multiple faculty. Individual students were scored at one of three levels: 1=Fair, 2=Good, 3=Exemplary The results for all students included in the assessment were consolidated by LO and reviewed by a faculty committee.</p> <p>Benchmark (and how determined): The department’s goal is that any LO with a Fair (score=1) of 10% or more required corrective action.</p>	<p>Reporting Cycle: 2018 - 2019 Result Type: Criterion Not Met A review of results from the assessment process showed that 22% of the assessed DAT students scored at the Fair (1) level on LO1 and thus did not meet the established benchmark and merited corrective action.</p>	<p>Action Taken: The 22% Fair level fell below the program’s benchmark. To address this deficiency, the DAT program now requires all students to complete MIS-7700 (Fundamentals of Data Analytics) in the first semester of the DAT program.</p>

<p>LO2: Students can identify appropriate analytics methodology and approaches to solve the business problem. Outcome Status: Active</p>	<p>Course Embedded Assessments – In Fall 2018 / Spring 2019 semesters students were assessed in identified DAT course sections using a predefined rubric. A total of 49 students were assessed across multiple sections by multiple faculty. Individual students were scored at one of three levels: 1=Fair, 2=Good, 3=Exemplary The results for all students included in the assessment were consolidated by LO and reviewed by a faculty committee.</p> <p>Benchmark (and how determined): The department’s goal is that any LO with a Fair (score=1) of 10% or more required corrective action.</p>	<p>Reporting Cycle: 2018 - 2019 Result Type: Criterion Not Met A review of results from the assessment process showed that 22% of the assessed DAT students scored at the Fair (1) level on LO2 and thus did not meet the established benchmark and merited corrective action.</p>	<p>Action Taken: The 22% Fair level fell below the program’s benchmark. To address this deficiency, the DAT program now requires all students to complete MIS-7700 (Fundamentals of Data Analytics) in the first semester of the DAT program.</p>
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<p>LO3: Students are proficient in the use of current analytics tools and software packages. Outcome Status: Active</p>	<p>Course Embedded Assessments – In Fall 2018 / Spring 2019 semesters students were assessed in identified DAT course sections using a predefined rubric. A total of 49 students were assessed across multiple sections by multiple faculty. Individual students were scored at one of three levels: 1=Fair, 2=Good, 3=Exemplary The results for all students included in the assessment were consolidated by LO and reviewed by a faculty committee.</p> <p>Benchmark (and how determined): The department’s goal is that any LO with a Fair (score=1) of 10% or more required corrective action.</p>	<p>Reporting Cycle: 2018 - 2019 Result Type: Criterion Met A review of results from the assessment process showed that none (0%) of the assessed DAM students scored at the Fair (1) level on LO3 and thus met the established benchmark.</p>	<p>Action Taken: The 0% Fair level met the benchmark. Thus, no recommendations for improvement were merited at this time.</p>
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<p>LO4: Students can demonstrate how to use contemporary data management techniques that can prepare data for analytics problems and solutions. Outcome Status: Active</p>	<p>Course Embedded Assessments – In Fall 2018 / Spring 2019 semesters students were assessed in identified DAT course sections using a predefined rubric. A total of 49 students were assessed across multiple sections by multiple faculty. Individual students were scored at one of three levels: 1=Fair, 2=Good, 3=Exemplary The results for all students included in the assessment were consolidated by LO and reviewed by a faculty committee.</p> <p>Benchmark (and how determined): The department’s goal is that any LO with a Fair (score=1) of 10% or more required corrective action.</p>	<p>Reporting Cycle: 2018 - 2019 Result Type: Criterion Met A review of results from the assessment process showed that none (0%) of the assessed DAM students scored at the Fair (1) level on LO4 and thus met the established benchmark.</p>	<p>Action Taken: The 0% Fair level met the benchmark. Thus, no recommendations for improvement were merited at this time.</p>
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