Assurance of Student Learning 2018-2019	
Gordon Ford College of Business	Information Systems
Applied Data Analytics Certificate 1734#	

Use this page to list learning outcomes, measurements, and summarize results for your program. Detailed information must be completed in the subsequent pages.			
Student Learning Outcome 1: Model and computationally analyze business-oriented data			
Instrument 1	**In-class examinations and projects**		
Instrument 2			
Instrument 3			
Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 1.		**Met**	**Not Met**
Student Learning Outcome 2: Critically identify appropriate data models to solve business problems			
Instrument 1	**In-class examinations and projects**		
Instrument 2			
Instrument 3			
Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.		**Met**	**Not Met**
Student Learning Outcome 3:			
Instrument 1			
Instrument 2			
Instrument 3			
Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.		**Met**	**Not Met**
Program Summary (Briefly summarize the action and follow up items from your detailed responses on subsequent pages.)			
Annual review of the curriculum resulted in a redesign of BDAN 310 and BDAN 330 courses. The number of hands-on projects will be increased in BDAN 310 and more emphasis on Structured Query Language (SQL) will be done in BDAN 330.			

Student Learning Outcome 1			
Student Learning Outcome	**Model and computationally analyze business-oriented data**		
Measurement Instrument 1	**NOTE: Each student learning outcome should have at least one direct measure of student learning. Indirect measures are not required.** Direct measures of student learning. Students were given data set projects that required them to synthesize their work in the program's core courses.		
Criteria for Student Success	Describe what outcomes or achievements should be reached for a student to have "succeeded" using the instrument above. Please attach rubric. Students at the end of the program should be able to create an analytical model to solve a current business problem.		
Program Success Target for this Measurement	90% of the students will be proficient in their ability to analyze data	**Percent of Program Achieving Target**	95%
Methods	Students were given projects to analyze in the following courses: CIS 243 Principles of Management Information Systems BDAN 310 - Business Data Analytics BDAN 330 - Structured Data Analysis BDAN 410 - Decision Support Systems Analysis and Design BDAN 420 - Data Mining BDAN 430 - Data Visualization and Digital Dashboards A detailed grading rubric was used for a final presentation in BDAN 420. A detailed grading rubric for the final project was used for BDAN 430.		
Measurement Instrument 2			
Criteria for Student Success			
Program Success Target for this Measurement		**Percent of Program Achieving Target**	

Methods				
Measurement Instrument 3				
Criteria for Student Success				
Program Success Target for this Measurement		**Percent of Program Achieving Target**		
Methods				
Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 1.			**Met**	**Not Met**

Actions (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.)

Based on feedback from the final projects and exams in each of the core classes the following changes occurred.

BDAN 310 Business Data Analytics was redesigned to give students more hands-on data analytics projects. Implementation began in Fall 2019.
BDAN 330. Structured Data Analysis will begin using more SQL in the course to give students more exposure to Structured Query Language. This is scheduled to begin in Spring 2020.

Follow-Up (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)

The department evaluates all the major and service courses each year for student and market relevance. Examples of changes brought about by these discussions are listed in the "Actions" section.

Student Learning Outcome 2			
Student Learning Outcome	**Critically identify appropriate data models to solve business problems**		
Measurement Instrument 1	**NOTE: Each student learning outcome should have at least one direct measure of student learning. Indirect measures are not required.** **In-class examinations and projects** Direct measures of student learning. Students were given data set projects that required them to synthesize their work in the program's core courses.		
Criteria for Student Success	Students will convert data modeling results into insights that are useful in making decisions.		
Program Success Target for this Measurement	90%	**Percent of Program Achieving Target**	95%
Methods	Students were given projects to analyze in the following courses: CIS 243 Principles of Management Information Systems BDAN 310 - Business Data Analytics BDAN 330 - Structured Data Analysis BDAN 410 - Decision Support Systems Analysis and Design BDAN 420 - Data Mining BDAN 430 - Data Visualization and Digital Dashboards A detailed grading rubric was used for a final presentation in BDAN 420. A detailed grading rubric for the final project was used for BDAN 430.		
Measurement Instrument 2			
Criteria for Student Success			
Program Success Target for this Measurement		**Percent of Program Achieving Target**	
Methods			
Measurement Instrument 3			
Criteria for Student Success			
Program Success Target for this Measurement		**Percent of Program Achieving Target**	
Methods			

Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.		**Met**	**Not Met**
Actions (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.)			
Based on feedback from the final projects and exams in each of the core classes the following changes occurred. BDAN 310, Business Data Analytics was redesigned to give students more hands-on data analytics projects. Implementation began in Fall 2019. BDAN 330, Structured Data Analysis will begin using more SQL in the course to give students more exposure to Structured Query Language. This is scheduled to begin in Spring 2020.			
Follow-Up (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)			
The department evaluates all the major and service courses each year for student and market relevance. Examples of changes brought about by these discussions are listed in the "Actions" section.			