Program Plan and Findings: Four Column Layout

Program (SSB) - DEAN - Business Data Mining (GCRT) - 464

Program Mission Statement: Developed in partnership with SAS®, this 12 credit hour program is for working professionals (offered via distance learning) with a technical background (such as IT, Engineering, Science and so on) who do not want a full MS degree yet want to learn about analytics and data mining. Candidates may be able to transfer the credit hours earned in this diploma towards the MS in Business Analytics, if they choose to apply for admission into that degree at a later date.

Annual Executive Summaries

2019 - 2020

Program Assessment Coordinator: Goutam Chakraborty

Plan Review and Approval

Date Current Plan Was Reviewed and Approved: 09/01/2017
Date of Future Plan Review and Approval: 09/01/2022

Summary of Assessment Findings

Describe overall assessment findings and faculty members' interpretation of the assessment results: Overall, given the newness of the assessment method and metric, it seems we are in good shape with the assessment numbers. Of course, these need to be tracked over time to generate a more robust estimate of the assessment metric.

Dissemination of Findings

Describe the individual(s) or committee responsible for reviewing and interpreting assessment data: The program director along with other core faculty members who teach in the program are responsible for reviewing and interpreting assessment data.
Describe the process for sharing and discussing assessment findings with program faculty: Assessment results are shared among all core faculty members as well as head of the marketing department who may share it with non-core faculty.

Program Improvements Based on Assessment

Based on data collected this year, what changes are being considered or planned for the program?: Too early to start making too many changes – we need to track it for at least a 5-year period
Based on this year's findings, what (if any) changes are planned for the assessment process?:
Describe the process for implementing these changes/planned program improvements: Advise students to take certification exam at appropriate time
Program Improvements Made in the Last Year: Course Improvements
"Other" Improvements:
Goals for the Coming Year: Continue to track assessment metric performance
Is this Summary Report Complete?: Yes
List all individuals associated with this report preparation: Goutam Chakraborty and Miriam McGaugh

Outcomes	*Assessment Methods*	*Findings*	*Use of Findings (Actions)*

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
Data Mining - Data Mining and Machine Learning **Outcome Status:** Active **Planned Assessment Year:** 2016 - 2017, 2017 - 2018, 2018 - 2019, 2019 - 2020 **Start Date:** **Archived Date:** **Outcome Type:** Knowledge **Reason for Archival:**	• Assessment Method: o All students will be advised to take the certification exam titled "SAS® Certified Predictive Modeler" exam if it fits their career goals. The initial assessment goal is that for this exam, at least 50% of students should receive a passing score (typically in the range of 65-75% set by SAS®). o Students not taking the "SAS® Certified Predictive Modeler" exam will be assessed via a set of 10 pre-designated questions from BAN 5743 exams (mid-term or final) for the statistical concepts mentioned. The initial assessment goal is that for this metric, is at least 50% of students should get 7 out of 10 (70%) of the designated questions. *** Learning Outcome Goal/Benchmark:** 50% of those who take certification exam should receive a passing score. Of remaining students, 50% should score 70% or higher on designated test questions. **Timeline for Assessment:** Yearly **Other Assessment Type:**	**Reporting Period:** 2019 - 2020 **Conclusion:** 3 - Meets Program Expectations (Proficient) The method for calculating the reports changed slightly from 2018-2019. Previously reports were based off of graduation years but that is difficult to track and maintain in a graduate certificate program. Instead all years were recalculated based on year of enrollment in BAN 5743. This would be the class in which this goal is assessed. From 2015-2017, the Predictive Modeling certification exam was only available at SAS or Pearson Vue testing sites so the exam was not widely emphasized. Of the 15 students who were in the graduate certificate program enrolled in BAN 5743, MKTG 5743, or MKTG 5963 (all the same class with different course numbers), only three people took the certification exam and passed. Starting in 2018, questions were added to the midterm and final exam to assess knowledge on the material. From that point, the proportion of students who met the assessment criterai went up, from 25% in 2017 to 100% in 2018 and 2019. More students took the certification exam in 2020 because it was offered on campus. Of the four graduate certificate students who took the exam, 100% passed the exam. Additionally two others passed the 10 questions on the midterm or final exam (09/10/2020) **Number of Students Assessed:** 8 **Number of Successful Students:** 6 **How were students selected to participate in the assessment of this outcome?:** Students who took BAN 5743 in Spring 2020 and the Business Data Mining Graduate Certificate **What do the findings suggest about student achievement of this learning outcome?:** Still progressing...Watch the courses and make sure that they are remaining on track but we need to increase enrollment in the program.	**Use of Findings (Actions):** Develop a additional strategies to attract students to the grad certificate program (09/10/2020)