

Graduate Certificate - Data Analytics Assessment Plan

Goal	Objective: Students will be able to	Measure: Students will	Course	Benchmark
1. Our graduates shall possess ethical decision-making abilities	1a. Understand ethical issues inherent in business decisions and articulate how ethical decisions are reached.	Students will complete an assignment (business case or other writing assignment) dealing with ethical decision making in business.	MIS 5380	The mean score of students assessed will be at least 85%.
2. Our graduates shall possess effective communication and collaboration abilities	2a. Produce professional quality written documents.	Students will prepare a written assignment on a discipline-specific topic in data analytics.	MIS 5380	The mean score of students assessed will be at least 85%.
	2b. Work in teams to solve business problems.	Students will complete a small-group semester-long team project.	MIS 5381	The mean score of students assessed will be at least 85%.
3. Our graduates will demonstrate a depth of knowledge within the data analytics field.	3a. Demonstrate the ability to gather data and effectively and appropriately analyze it in support of business objectives.	Students will complete assignments and/or exam questions that demonstrate their ability to gather and analyze data.	MIS 5381	The mean score of students assessed will be at least 85%.

MIS 5380 Business Intelligence and Data Visualization

MIS 5381 Data Mining and Applied Analytics

Checked 8/13/20