



MASTER COURSE OUTLINE

A. CPRO 1850 Business Analytics

B. COURSE DESCRIPTION:

A comprehensive introduction to the fundamental principles and practices of business analytics. This course covers data collection, analysis, and visualization techniques, as well as the application of business analytics tools and methodologies in real-world scenarios. Students will gain hands-on experience with programming, structured query language (SQL), machine learning, and predictive modeling. Students are advised to take CPRO1850 during their final semester.

(3 Cr – 3 lect 0 lab)

C. *MnTC Discipline: _____ **Core Theme: Critical Thinking

D. RIVERLAND INSTITUTIONAL LEARNING OUTCOMES:

This course addresses the following Riverland Institutional Learning Outcome(s):

- ILO 1: critical thinking (*Core Theme Goal 2*)
- ILO 2: awareness of the larger global community (*Core Theme Goal 7 or 8*)
- ILO 3: ethical, engaged citizenship (*Core Theme Goal 9 or Goal 10*)
- ILO 4: communication and collaboration (*Discipline Goal 1 and by any learning outcome(s) involving communication or collaboration*)

E. MAJOR CONTENT AREAS:

- Basic business analytics concepts.
- Data collection, analysis, and visualization.
- Business analytics tools.
- Explore the roles of data technologies, management systems, and visualization in business.
- Programming and structured query language (SQL).
- Social listening, content analysis, and their relevance in business analytics.
- Explore machine learning, deep learning, and artificial intelligence in a business context.
- Field experiments, including A/B testing.
- Predictive modeling.
- Ethical considerations in the use of business analytics.

F. GOAL TYPE, OBJECTIVES, AND OUTCOMES:

<u>GOAL TYPE</u>	<u>OBJECTIVES</u>	<u>OUTCOMES</u>
<u>**Critical Thinking</u>	gather factual information and apply it to a given problem in a manner that is relevant, clear, comprehensive, and conscious of possible bias in the information selected.	1. create an SQL query to gather factual information to visualize data using business analytics tools.
<u>CS</u>	demonstrate an understanding of the processes and techniques of business data collection, analysis and visualization.	1. practice programming tools and structured query language.
<u>CS</u>	apply the logic of optimization and attribution in business analytics.	1. engage in social listening and content analysis.
<u>CS</u>	explain the terminology and tools of business analytics.	1. understand machine learning, deep learning, and artificial intelligence.
<u>CS</u>	apply the practical tools and technique of business analytics.	1. run field experiments in digital environments, including A/B testing.
<u>CS</u>	understand the roles of data technologies, data management systems and data visualization in business.	1. run and interpret results of predictive models.

G. SPECIAL INFORMATION:

This course may require use of the Internet, the submission of electronically prepared documents and the use of a course management software program. Students who have a disability and need accommodations should contact Accessibility Services at the beginning of the semester. This information will be made available in alternative format, such as Braille, large print, or current media, upon request.

H. COURSE CODING INFORMATION:

Course Code T/Class Maximum 30; Letter Grade

Revision date:

AASC Approval date: 01/23/24

*Riverland Community College Disciplines	MnTC Goal Number
Communication (CM)	1
Natural Sciences (NS)	3
Mathematics/Logical Reasoning (MA)	4
History and the Social & Behavioral Sciences (SS)	5
Humanities and Fine Arts (HU)	6

**Riverland Community College Core Themes	MnTC Goal Number
Critical Thinking (CT)	2
Human Diversity (HD)	7
Global Perspective (GP)	8
Ethical and Civic Responsibility (EC)	9
People and the Environment (PE)	10

*These five MnTC Goals have been identified as Riverland Community College Disciplines.

** These five MnTC Goals have been identified as Riverland Community College Core Themes.

NOTE: The Minnesota Transfer Curriculum “10 Goal Areas of Emphasis” are reflected in the five required discipline areas and five core themes noted in the Riverland Community College program of study guide and/or college catalog.

Riverland