Proposal Form For Addition And Revision Of Courses

1. Proposing College / School: College of Business
   Department: Aviation & Supply Chain Management

2. Course Prefix and Number: BUAL 5650/6650/6656
   3. Effective Term: Fall 2012

4. Course Title:
   Abbreviated Title (30 characters or less):
   Data Management I

5. Requested Action:
   - Renumber a Course
   - Add a Course
   - Revise a Course
   - Current Course Number:
   - Proposed Course Number:
   - Type of Revision:

6. Course Credit:
   Contact/Group Hours
   Scheduled Type (e.g.: Lab, Lecture, Practicum, Directed Study)
   Weekly or Per Term?
   Credit Hours
   Anticipated Enrollment
   Maximum Hours (Repeatability): 3
   Total Credit Hours: 3

7. Grading Type:
   - Regular (ABCDF)
   - Satisfactory/Unsatisfactory (S/U)
   - Audit

8. Prerequisites/Corequisites:
   Use "P:" to indicate a prerequisite, "C:" to indicate a corequisite, and "P/C:" to indicate a prerequisite with concurrency.
   ISMN 3830, MNGT 2600, MNGT 3600, or equivalent

9. Restrictions: List specific restriction in space above.
   - College
   - Major
   - Standing
   - Degree

10. Course Description:
    (20 Words or Less; exactly as it should appear in the Bulletin)
    Extracting, merging, and preparing data for analysis using real data.

11. May Count Either: [ ] or [ ] (Indicate if this particular course cannot be counted for credit in addition to another)
    Program Type
    Program Title
    Requirement or Elective?
    (e.g.: minor, major, etc.)
    (e.g.: MS in Chemistry, Performance Option, Minor in Art)
    (required or optional?)

12. Affected Program(s):
    (Respond "N/A" if not included in any program; attach memorandum if more space is required)
    Major
    BSBA in Business Analytics
    Required
    Minor
    Minor in Business Analytics

13. Overlapping or Duplication of Other Units' Offerings:
    (If course is included in any other degree program, is used as an elective frequently by other unit(s), or is in an area similar to that covered by another college/school, attach correspondence with relevant unit)
    - Applicable
    - Not Applicable
14. Justification:  
Topical content fundamental for Business Analytics major/minor  

(Include a concise, yet adequate rationale for the addition/revision of the course, citing accreditation, assessments (faculty, graduate, and/or external) where applicable)

15. Resources:  
Dean will shift resources within College as necessary.  

(Indicate whether existing resources such as library materials, classroom/laboratory space, and faculty appointments are adequate to support the proposed addition/revision; if additional resources are required, indicate how such needs will be met, referencing the appropriate level of authorization -- i.e. Dean -- where necessary; if no additional resources or shifting of resources will be necessary, respond “Not Applicable”)

16. Student Learning Outcomes:  
Course BUAL 5650/6650/6656  
- Understand business problems and tactical and strategic challenges associated with data management.  
- Understand processes and technologies of designing and implementing solutions for data management.  
- Understand data management from the regulatory compliance, privacy, and security viewpoints.  
- Understand implementation issues including the scope and complexity of the testing and field deployment strategy.  
- Perform high-level analysis of key strategic and tactical approaches of delivering an enterprise-wide holistic business initiative to support data management.  

(State in measurable terms (reflective of course level) what students should be able to do when they have completed this course)

17. Course Content Outline:  
BUAL 5650/6650/6656 Data Management I Proposed Course Calendar  

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Deliverables</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-3</td>
<td>Introduction to Data Management: Issues facing Organizations – Exam 1</td>
<td>HW 1, 2, 3</td>
</tr>
<tr>
<td>4 - 6</td>
<td>Introduction to Data Management Technologies – Exam 2</td>
<td>Computer Exercise 1, 2, 3</td>
</tr>
<tr>
<td>7 - 9</td>
<td>Data Management and the Legal Environment – Exam 3</td>
<td>HW 4,5,6</td>
</tr>
<tr>
<td>10 - 12</td>
<td>Data Management: Project Planning and Delivery – Exam 4</td>
<td>HW 7,8,9</td>
</tr>
<tr>
<td>13 - 15</td>
<td>Data Management: Mapping Organizational Data Requirements – Exam 5 Computer</td>
<td>Exercise 4,5,6</td>
</tr>
<tr>
<td>16</td>
<td>Final Projects Due</td>
<td></td>
</tr>
</tbody>
</table>

(Provide a comprehensive, week-by-week breakdown of course content, including assignment due dates)

18. Assignments / Projects:  
Exams: Five in-class exams will be given during the semester. Exams will cover material in the assigned readings, homework, lecture and lecture slides. Please refer to the calendar for exam dates.  

Make up exams: In the event that a student misses an exam and provides a University approved excuse in accordance with the following guidelines, the student will be given the opportunity to makeup the missed exam. Lack of preparation for an exam is not a valid excuse and students should not be tempted to "fake" a doctor's excuse due to lack of preparation. The penalty for this is severe and could affect you for the rest of your career.  

This makeup exam will cover the same material that was covered on the missed exam. If a student fails to provide sufficient documentation of the
absence or the absence is not a University approved excused absence, the student will receive a zero for the missed exam. A ZERO ON A MISSED EXAM CANNOT BE REPLACED WITH THE FINAL EXAM. ALL STUDENTS MUST TAKE ALL EXAMS.

Final Project: A comprehensive final project is required for this course. The project will be a demonstration of problem analysis solving that requires the student to integrate concepts from all 5 parts of the material covered during the course.

Homework/Computer Assignments: Small problem sets will be assigned following most every class. Completing these homework assignments is a requirement of the course.

(List all quizzes, projects, reports, activities and other components of the course grade -- including a brief description of each assignment that clarifies its contribution to the course's learning objectives)

19. Rubric and Grading Scale:

<table>
<thead>
<tr>
<th>REQUIREMENTS AND GRADING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam 1:</td>
</tr>
<tr>
<td>Exam 2:</td>
</tr>
<tr>
<td>Exam 3:</td>
</tr>
<tr>
<td>Exam 4:</td>
</tr>
<tr>
<td>Exam 5:</td>
</tr>
<tr>
<td>Final Project:</td>
</tr>
<tr>
<td>Weekly Homework Assignments</td>
</tr>
</tbody>
</table>

Grading Policy: A:>90%, B:>80%, C:>70%, D:>60%, F:<60%.

(List all components of the course grade -- including attendance and/or participation if relevant -- with point totals for each; indicate point totals and ranges or percentages for grading scale; for S/U grading, detail performance expectations for a passing grade)

20. Justification for Graduate Credit:

NOTE FOR GRADUATE STUDENTS: For graduate students enrolled in BUAL 6650/6656, each of the 5 exams will contain an additional comprehensive essay question that must be answered completely by graduate students. This essay will account for no less than 10% of the total weight for the exam.

(Include a brief statement explaining how the course meets graduate educational standards (i.e.: rigorous standards for evaluation, development of critical thinking and analytical skills, etc.))

(Included below are standard statements regarding course policies. If necessary, a statement may be altered to reflect the academic policies of individual faculty members and/or the academic unit or department, provided that there is no conflict with the Tiger Cub, Faculty Handbook, or any existing university policy.)

POLICY STATEMENTS

Attendance: Although attendance is not required, students are expected to attend all classes, and will be held responsible for any content covered in the event of an absence.

Excused Absences: Students are granted excused absences from class for the following reasons: illness of the student or serious illness of a member of the student's immediate family, the death of a member of the student's immediate family, trips for student organizations sponsored by an academic unit, trips for university classes, trips for participation in intercollegiate athletic events, subpoena for a court appearance, and religious holidays. Students who wish to have an excused absence from class for any other reason must contact the instructor in advance of the absence to request permission. The instructor will weigh the merits of the request, and render a decision. When feasible, the student must notify the instructor prior to the occurrence of any excused absences, but in no case shall such notification occur more than one week after the absence. Appropriate documentation for all excused absences is required. Please see the Tiger Cub for more information on excused absences.

Make-Up Policy: Arrangement to make up a missed major examination (e.g.: hour exams, mid-term exams) due to properly authorized excused absences must be initiated by the student within one week of the end of the period of the excused absence(s). Except in unusual circumstances, such as the continued absence of the student or the advent of university holidays, a make-up exam will take place within two weeks of the date that the student initiates arrangements for it. Except in extraordinary circumstances, no make-up exams will be arranged during the last three days before the final exam period begins.

Academic Honesty Policy: All portions of the Auburn University student academic honesty code (Title XII) found in the Tiger Cub will apply to university courses. All academic honesty violations or alleged violations of the SGA Code of Laws will be reported to the Office of the Provost, which will then refer the case to the Academic Honesty Committee.

Disability Accommodations: Students who need special accommodations in class, as provided for by the Americans With Disabilities Act, should arrange for a confidential meeting with the instructor during office hours in the first week of classes (or as soon as possible if accommodations are needed immediately). The student must bring a copy of their Accommodation Letter and an Instructor Verification Form to the meeting. If the student does not have these forms, they should make an appointment with the Program for Students with Disabilities, 128B Haley Center, 844-2066 (V/TT).