

DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET

See Course and Program Development Policy and Procedures for Instructions

SCHOOL: LAW <input type="checkbox"/> MSB <input checked="" type="checkbox"/> YGCLA <input type="checkbox"/>	Contact Name: Darlene Smith	Phone: x4996
DEPARTMENT / DIVISION: Accounting & MIS		
SHORT DESCRIPTION OF PROPOSAL (state name of action item 1-20 and course name, code & number / program affected):		
INSS 742: DATA MINING FOR STRATEGIC ADVANTAGE (New required course for Business Security specialization in the MBA program)		
PROPOSED SEMESTER OF IMPLEMENTATION: Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Year: 2007		

Box 1: TYPE OF ACTION	ADD(NEW) <input checked="" type="checkbox"/>	DEACTIVATE <input type="checkbox"/>	MODIFY <input type="checkbox"/>	OTHER <input type="checkbox"/>
Box 2: LEVEL OF ACTION	Non-Credit <input type="checkbox"/>	Undergraduate <input type="checkbox"/>	Graduate <input checked="" type="checkbox"/>	OTHER <input type="checkbox"/>

Box 3: ACTION ITEM (check appropriate boxes)		DOCUMENTS REQUIRED (see box 4 below)	IMPACT REVIEWS (see box 5 on back)	APPROVAL SEQUENCE (see box 6 on back)
<input type="checkbox"/>	1. Experimental Course ¹	NOP	a, c, e	AC
<input type="checkbox"/>	2. Course Title	NO		ABCD
<input type="checkbox"/>	3. Course Credits	NO		ABCD
<input type="checkbox"/>	4. Course Number	NO		ABCD
<input type="checkbox"/>	5. Course Level	NO		ABCD
<input type="checkbox"/>	6. Pre & Co-Requisite	NO		ABCD
<input type="checkbox"/>	7. Course Description	NOP		ABCDEF
<input checked="" type="checkbox"/>	8. New Course	NOP		ABCDEF
<input type="checkbox"/>	9. Deactivate a Course	NO		ABCDEF
<input type="checkbox"/>	10. Program Requirements	NO	b, c, d, e	ABCDEF
<input type="checkbox"/>	11a. UG Specialization (24 credits or less)	NO	a, b, c, d, e	ABCDEF
<input type="checkbox"/>	11b. Masters Specialization (12 credits or less)	NO	a, b, c, d, e	ABCDEF
<input type="checkbox"/>	11c. Doctoral Specialization (18 credits or less)	NO	a, b, e	ABCDEF
<input type="checkbox"/>	12. Closed Site Program	NOT	e	ABCDHIK
<input type="checkbox"/>	13. Program Suspension ⁹	NO,5	a, e	ABCDEGIK
<input type="checkbox"/>	14a. Certificate Program (ug/g) exclusively within existing degree program	NO	a, c, e	ABCDEFHIK
<input type="checkbox"/>	14b. Certificate Program (ug/g) where degree programs do not exist or where courses are selected across degree programs (12 or more credits)	NOQR, 6	a, c, e	ABCDEFHJL
<input type="checkbox"/>	15. Off-Campus Delivery of Existing Program	NO, 4	a, b, c, e	ABCDHIL
<input type="checkbox"/>	16a. UG Concentration (exceeds 24 credit hours)	NO, 5	a, c, d, e	ABCDEFHJL
<input type="checkbox"/>	16b. Masters Concentration (exceeds 12 credit hours)	NO, 5	a, c, d, e	ABCDEFHJL
<input type="checkbox"/>	16c. Doctoral Concentration (exceeds 18 credit hours)	NO, 5	a, c, d, e	ABCDEFHJL
<input type="checkbox"/>	17. Program Title Change	NO, 5	a, c, d, e	ABCDEFHJL
<input type="checkbox"/>	18. Program Termination	NO, 10	d, e	ABCDEFHIK
<input type="checkbox"/>	19. New Degree Program	NOQR, 3,8	a, c, d, e	ABCDEFHJL
<input type="checkbox"/>	20. Other	Varies	Varies	Varies

Box 4: DOCUMENTATION (check boxes of documents included)					
<input checked="" type="checkbox"/>	N. This Cover Sheet	<input type="checkbox"/>	Q. Full 5-page MHEC Proposal	<input type="checkbox"/>	T. Other
<input checked="" type="checkbox"/>	O. Summary Proposal	<input type="checkbox"/>	R. Financial Tables (MHEC)	<input type="checkbox"/>	
<input checked="" type="checkbox"/>	P. Course Definition Document	<input type="checkbox"/>	S. Contract	<input type="checkbox"/>	

- Approval of experimental course automatically lapses after two offerings unless permanently approved as a new course.
- Codes: a) Library Services (Langsdale or Law) b) Office of Technology Services c) University Relations d) Admissions
- Letter of Intent is required by USM at least 30 days before a full proposal can be submitted. Letter of Intent requires only the approval of the dean and the provost and is forwarded to USM by the Office of the Provost.
- One-page letter to include: Program title & degree/certificate to be awarded; resources requirements; need and demand; similar programs; method of instruction; and oversight and student services (MHEC requirement)
- One-page letter with description and rationale (MHEC requirement)
- One or two-page document that describes: centrality to mission; market demand; curriculum design; adequacy of faculty resources; and assurance program will be supported with existing resources. (MHEC requirement)
- Learning objectives, assessment strategies; fit with UB strategic plan
- Joint Degree Program or Primary Degree Programs require submission of MOU w/ program proposal. (MHEC requirement)
- Temporary suspension of program to examine future direction; time not to exceed two years. No new students admitted during suspension, but currently enrolled students must be given opportunity to satisfy degree requirements.

DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET (Page 2 of 2)

SCHOOL: LAW <input type="checkbox"/> MSB <input checked="" type="checkbox"/> YGCLA <input type="checkbox"/>
SHORT DESCRIPTION OF PROPOSAL (state name of action item 1-20 and course name, code & number / program affected):
A new required course INSS-742-DATA MINING FOR STRATEGIC ADVANTAGE (New course in the Business Security specialization for the UB-Towson joint MBA program)

10. Provide:
- evidence that the action is consistent with UB mission and can be implemented within the existing program resources of the institution.
 - proposed date after which no new students will be admitted into the program;
 - accommodation of currently enrolled students in the realization of their degree objectives;
 - treatment of all tenured and non-tenured faculty and other staff in the affected program;
 - reallocation of funds from the budget of the affected program; and
 - existence at other state public institutions of programs to which to redirect students who might have enrolled in the program proposed for abolition.
11. University Council *review* (for a recommendation to the President or back to the Provost) shall be limited to curricular or academic policy issues that may potentially affect the University's mission and strategic planning, or have a significant impact on the generation or allocation of its financial resources.

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Box 5: IMPACT REVIEW	SIGNATURES (see procedures for authorized signers)	DATE
a. Library <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Director or designee:	
b. OTS <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	CIO or designee:	
c. University Relations <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Director or designee: <i>Gigi Boan / Abble</i>	<i>5/28/07</i>
d. Admissions <input type="checkbox"/> No impact <input checked="" type="checkbox"/> Impact statement attached	Director or designee: <i>Jean J. Anson</i>	<i>5/30/07</i>
e. Records <input checked="" type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Registrar or designee: <i>Richard Morrell / Abble</i>	<i>5/29/07</i>

Box 6: APPROVAL SEQUENCE	APPROVAL SIGNATURES	DATE
A. Department / Division	Chair: <i>Alvin M</i>	<i>5/31/07</i>
B. Final faculty review body within each School	Chair: <i>Joe Z. Khan</i>	<i>5/25/07</i>
C. College Dean	Dean: <i>Susan Zocun</i>	<i>5/24/07</i>
D. Provost and Senior Vice President for Academic Affairs	Provost: <i>John W. Marshall</i>	<i>6/14/07</i>
E. Curriculum Review Committee (UFS subcommittee)	Chair: <i>Muhle Gelligan</i>	<i>6.5.07</i>
F. University Faculty Senate (UFS option)	Chair:	
G. University Council (see # 11 above)	Chair:	
H. President	President:	
I. Board of Regents – notification only		
J. Board of Regents – approval		
K. MHEC – notification only		
L. MHEC – approval		
M. Middle States Association notification	Required only if the mission of the University is changed by the action	

5/30/07

Curriculum changes may impact recruitment literature.

DOCUMENT O: SUMMARY PROPOSAL

See Course and Program Development Policy and Procedures for Instructions

SCHOOL: LAW <input type="checkbox"/> MSB <input checked="" type="checkbox"/> YGCLA <input type="checkbox"/>	Contact Name: Darlene Smith	Phone: x4996
DEPARTMENT / DIVISION: Accounting & MIS		
SHORT DESCRIPTION OF PROPOSAL (state action item 1-23 and course name & number or program affected):		
New course approval: INSS 742: DATA MINING FOR STRATEGIC ADVANTAGE A new required course to satisfy the business security specialization in the joint UB-Towson MBA program		
PROPOSED SEMESTER OF IMPLEMENTATION: Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Year: 2007		

O-1: Briefly describe what is being requested:

Approval of INSS 742: DATA MINING FOR STRATEGIC ADVANTAGE to satisfy the business security specialization requirement.

For new courses or changes in existing courses (needed by Registrar)		
OLD Title:	Course # / HEGIS Code:	Credits:
NEW Title: Data Mining for Strategic Advantage	Course # / HEGIS Code: INSS 742	Credits: 3

O-2: Set forth the rationale for the proposal:

This course is an overview of data mining and how these techniques can be used to predict behavior patterns. It emphasizes both theoretical and practical understanding related to pattern recognitions, trends, predictions, categorization and exploration used in data mining. It examines the security, ethical and legal issues related to data mining and explores applications of data mining tools in business security, marketing and government. Students employ the use of situational analyses, case studies, and other research-oriented approaches.

The course syllabus is attached.

Proposed Course Syllabus (Document P)
INSS 742: Data Mining for Strategic Advantage

1. Date Prepared: May 21, 2007
2. Prepared by: A. Aggarwal
3. Department: Acct & Information Systems
4. Course Number: INSS 742
5. Course Title: Data Mining for Strategic Advantage
6. Credit Hours: 3

7. Catalog Description:

This course is an overview of data mining and how these techniques can be used to predict behavior patterns. It emphasizes both theoretical and practical understanding related to pattern recognitions, trends, predictions, categorization and exploration used in data mining. Understanding of security, ethical and legal issues related to data mining are examined. Applications of data mining tools in business security, marketing and government are presented. Students employ the use of situational analyses, case studies, and other research-oriented approaches.

8. Prerequisites: INSS 640, OPRE 504
9. Faculty qualified to teach the course: Aggarwal, Bento, Fowler
10. Course Type / Component: lecture / seminar
11. Suggested approximate class size: 35

12. Content Outline (based on learning goals listed below)

Topics will include

- Introduction to data mining
- Legal and ethical issues related to data mining
- Security issues related to data mining
- Data mining process and knowledge discover
- Data base support for data mining
- Data mining tools: regression analysis, decision trees, neural networks
- Market based analysis (MBA) using data mining
- Applications in business security applications
- Applications in Business intelligence
- Applications in marketing
- Applications in government
- Advances in data mining

13. Learning Goals:

Upon completion of the course students will:

- Understand data mining as it relates to business
- Understand databases, data warehouse and other data configurations needed to facilitate data mining
- Have in-depth Knowledge of various data mining techniques
- Apply business intelligence in business cases

- Understand security issues related to data mining
- Understand ethical and legal issues related to data mining

14. Assessment Strategies

The course will be a combination of lecture, class discussion, hands-on exercises and projects.
Suggested Grading:

Cases (3)	50%
Mid Term	20%
Final Exam / Group Project	30%

15. Possible texts:

Data Mining for Business Intelligence: Concepts, Techniques, and Applications in Microsoft Office Excel with XLMiner

Galit Shmueli, Nitin R Patel, Peter C Bruce

Introduction to Business Data Mining by David L. Olson and Yong Shi

Please see the attached syllabus.

The UB/TOWSON MBA

INSS 742 DATA MINING FOR STRATEGIC ADVANTAGE

COURSE DESCRIPTION:

This course is an overview of data mining and how these techniques can be used to predict behavior patterns. It emphasizes both theoretical and practical understanding related to pattern recognitions, trends, predictions, categorization and exploration used in data mining. Understanding of security, ethical and legal issues related to data mining are examined. Applications of data mining tools in business security, marketing and government are presented. Students employ the use of situational analyses, case studies, and other research-oriented approaches.

SUGGESTED TEXTS

Data Mining for Business Intelligence: Concepts, Techniques, and Applications in Microsoft Office Excel with XLMiner
Galit Shmueli, Nitin R Patel, Peter C Bruce

Introduction to Business Data Mining by David L. Olson and Yong Shi

PREREQUISITE:

INSS 640; OPRE 504

LEARNING OBJECTIVES: By the end of the course, students should have an understanding of the following:

1. Understanding of data mining as it relates to business
2. Understanding of databases, data warehouse and other data configurations needed to facilitate data mining
3. Knowledge of various data mining techniques
4. Application of business intelligence in business cases
5. Understanding of security issues related to data mining
6. Understanding of ethical and legal issues related to data mining

COURSE FORMAT:

The course will be a combination of lecture, class discussion, hands-on exercises and projects. Most class sessions will include lectures by the instructor, but there will also be many exercises conducted in the participative mode. You will be assigned to a small group for discussion, and then the entire class will discuss the assignment, with the instructor moderating.

SUGGESTED GRADING

Cases (3)	50%
Mid Term	20%
Final Exam	30%
Total---	100%

GROUP PROJECT:

Assignments maybe done in small groups or individually depending on the class size. Assignments may not have equal weight. Please check assignments for points.

TENTATIVE SCHEDULE

Schedule

Course Outline

Week 1	<ul style="list-style-type: none">• Introduction to data mining
Week 2	<ul style="list-style-type: none">• Legal and ethical issues related to data mining
Week 3	<ul style="list-style-type: none">• Continue legal and ethical issues related to data mining• Security issues related to data mining
Week 4	<ul style="list-style-type: none">• Data mining process and knowledge discovery• Data base support for data mining
Week 5	<ul style="list-style-type: none">• Data warehouse, data analysis and data mining
Week 6	<ul style="list-style-type: none">• Data Mining tools: Regression Analysis, decision Trees and Neural networks
Week 7	<ul style="list-style-type: none">• Data Mining tools: Regression Analysis, decision Trees and Neural networks
Week 8	<ul style="list-style-type: none">• MID TERM EXAM

