

ASSESSMENT REPORT

Course Name: Data Analytics
Course Number: MBA520
Instructor's Name: Mohamed Abdelhamid
Semester/Year: Spring 2022
Number of participating students:7

Program Learning Outcomes	Student Learning Outcomes	Measurement Method(s)	Percent of Standards who exceed, meet and do not meet the expectations (bench mark Proficient+Exemplary >=70%)				Actions recommended to Close the Loop	Actions recorded in last Assessment report
			Unacceptable	Marginal	Proficient	Exemplary		
(P-1) Critical Thinking and Research Analytics	(S-5) Emphasize the development of data-based models and predictive techniques.				4/7 (57.14%)	3/7 (42.86%)	NA – Meet expectations	
(P-2) Business Ethics and Corporate Governance	(S-12) Discuss <i>ethical considerations</i> , especially when it comes to the communication of analytical results.			1/7 (14.29%)	6/7 (85.71%)		NA – Meet expectations	
(P-4) Business Functions	(S-20) Demonstrate through the use of carefully selected examples and datasets how analytical techniques are used in virtually every business function.				4/7 (57.14%)	3/7 (42.86%)	NA – Meet expectations	

(P-5) Quantitative and Technical Skills	(S-27) Provide an overview of various <i>software</i> packages used in business analytics and discuss the impact of <i>Big Data</i> and advances in computing power on data analysis. (MBA 520)				4/7 (57.14%)	3/7 (42.86%)	NA – Meet expectations	
---	---	--	--	--	-----------------	-----------------	------------------------	--

SLO	Part of Assignment	Unacceptable (1)	Marginal (2)	Proficient (3)	Exemplary (4)
(S-20) Demonstrate through the use of carefully selected examples and datasets how analytical techniques are used in business function	- Introduction - Problem and Conclusion	- The introduction is unacceptable and lacks proper arguments and definition of the context. - The problem statement and the objective of the study are not stated - No or minimal discussion and/or conclusion section	- Introduction is somewhat proper but lacks flow and strong argumentations. - The problem statement and objective of the study are stated but are unclear - The discussion and/or conclusions sections are complete but not very accurate.	-The introduction is well written with some minor issues. - The problem statement and objective of the study are clearly defined and precisely given. - The discussion and/or conclusions sections are complete but accurate but irrelevant in some parts of the discussion.	-The introduction is appropriate and provide a concise lead-in to the report given. -The problem statement and objective of the study are clearly defined and precisely given and supported by data/statistics. - The discussion and/or conclusions sections are very well written and are accurate and relevant.
(S-12) Discuss <i>ethical considerations</i> , especially when it comes to the communication of analytical results and data cleaning procedures.	-Data -Data cleaning	- the data is not described and the variables used are not defined and summarized. -The data cleaning process is not adequately documented and defined	- The data and variables are somewhat defined but missing critical information, summaries, and/or definitions. The data cleaning process is somewhat documented but lacks details and depth.	-The data and variables are well defined and summarized but missing some minor information. -The data cleaning process is well documented and defined at an MBA level but could use some improvements.	-The data and variables are rigorously defined and documented. -The data cleaning process is Rigorously documented and defined.
(S-27) Possess skills in utilizing various <i>software packages</i> used in business analytics and visualizations	- Visualization s and Tables	-No visualizations or tables are used in the report.	-Visualizations and tables are utilized but with many inappropriate choices of graphs, scales, etc.	- Visualizations and tables are appropriately used but could use improvements in applying design principles discussed in class.	- Visualizations and tables are very well developed and follow design principles.

<p>(S-5) Demonstrate the development of data-based models and predictive techniques</p>	<ul style="list-style-type: none"> -Analysis -Results 	<ul style="list-style-type: none"> -Incorrect methods applied to the dataset -Results are not discussed. 	<ul style="list-style-type: none"> - Appropriate method applied but the method is inadequately documented. -Results are discussed but are not entirely accurate. 	<ul style="list-style-type: none"> - Appropriate analytical methods used and somewhat adequately explained - Results are discussed and accurate but can be made clearer. 	<ul style="list-style-type: none"> - rigorous analytical methods used and adequately explained - Results are exceptionally well discussed and are very accurate.
---	---	--	--	--	--

