



NORTHERN ILLINOIS UNIVERSITY  
**College of Business**

**Major: Data Analytics**

**Degree: M.S.**

**Date Revised: 2017-2018**

**Student Learning Outcomes and proposed Methods for collecting data (from assessment plan)**

<b>Student Learning Outcomes</b>	
1	Demonstrate Data-Driven Problem Solving and Decision Making Skills: Demonstrate how analyzing data can improve decisions throughout an organization's value chain. Research and evaluate emerging technologies and data analytics trends in order to develop innovative data-driven organizational strategies and solutions.
2	Demonstrate the Ability to Access, Collect, Integrate, and Analyze Data in Order to Solve Business Problems: Differentiate different forms of analytics and the methods used in each. Prepare data for statistical analysis. Use analytical tools and software widely used in practice. Perform basic exploratory and descriptive analysis, as well as predictive and prescriptive analyses. Explain complex analytical models.
3	Demonstrate Business Communication and Presentation Skills: Effectively present results using data visualization tools. Communicate and present complex analytics results to business clients, using practical and simple business terms that can be understood by general non-technical audiences.
4	Demonstrate Project Management and Critical Thinking Skills: Manage a data analytics project to interpret complex data and to guide their organizations in making more informed and actionable decisions. Analyze critical factors leading to the identification of a business problem or opportunity. This may also lead to smarter business moves, more efficient operations, higher profits, and happier customers.

<b>Methods of Assessment</b>
<ul style="list-style-type: none"><li>• Course-Embedded Measures (1-4)</li><li>• Exit Survey of Graduates (1-4)</li><li>• Alumni Survey (1-4)</li><li>• Faculty Review (1-4)</li><li>• Executive Advisory Council (1-4)</li></ul>