

# Assessment: Assessment Plan

## Degree Program - COB - SACSCOC/AACSB - Data Science (MS)

**CIP Code:** 11.0401.00

**Disciplinary Accrediting Body:** AACSB

**Next Accrediting Agency Review:** 2022

**Degree Program Coordinator:** David Lucas

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**Assessment Coordinator:** Claudia Cogliser

**Modality:** Fully Online (86-99% Online), Face-to-Face

**Assessment Timeline:** Accreditation under the Association to Advance Collegiate Schools of Business (AACSB) is based on a 5-year cycle. Assurance of Learning (assessment of student learning outcomes) is an important part of AACSB accreditation, and all of our degree programs have assessment plans for AACSB. At the graduate level, AACSB and SACSCOC assessment plans are identical. At the undergraduate level, AACSB focuses their review on degree programs. SACSCOC focuses their review on the academic major. Despite this difference, we have coordinated our assessment plans and implementation so that data for AACSB and SACSCOC are collected at the same time and in the same manner. Thus, our SACSCOC data will be reported using the same timeframe as AACSB. Data/results may not be reported every year; they will be reported at a minimum of twice during a 5-year period.

### Student Learning Outcome: Data Value Extraction

Students will use information technologies to extract value from data

**Outcome Status:** Active

**Outcome Type:** Program

**Start Date:** 09/01/2019

#### Assessment Methods

**Course Level Assessment** - ISQS 6339 assignment evaluated by data science leadership using MSDS Data Value Extraction Rubric. (Active)

**Criterion:** 85% of students will meet or exceed expectations.

**Schedule:** Annual - Spring term.

### Student Learning Outcome: Communicate Data Science Information

Students will demonstrate the ability to communicate data science knowledge to audiences with various backgrounds.

**Outcome Status:** Active

**Outcome Type:** Student Learning

**Start Date:** 09/01/2019

#### Assessment Methods

**Course Level Assessment** - Evaluation of ISQS 5330 in-class communications (discussions and exercises). Spring term. (Active)

**Criterion:** 85% of students will meet or exceed expectations.

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**Schedule:** Annual - Spring Term.

## Student Learning Outcome: Results Analysis for Managerial Solutions

Students will demonstrate understanding of the appropriate usage of data and the ability to evaluate and apply data analytic outcomes to solve specific managerial issues.

**Outcome Status:** Active

**Outcome Type:** Student Learning

**Start Date:** 09/01/2019

### *Assessment Methods*

**Course Level Assessment** - Evaluation of ISQS 6339 Oral Presentation (Active)

**Criterion:** 85% of students will meet or exceed expectations.  
(75% to 85% will meet expectations; 15% will exceed expectations)

**Schedule:** Annual - Fall Term.