

## Add Undergraduate Course

000389

### Course Attributes

Subject Abbreviation: MGT-Management      Catalog Title: Introduction to Business Analytics | Additional Fee?  
 Course Number: 3500      Transcript Title: Intro to Business Analytics      Justification  
 Effective Term: Spring 2016      Cross-reference(s):  
 College: Business and Behavioral Sci      Grade Mode: Standard Letter  
 Department: Management

#### Form

User ID: janism      Name: Janis Miller  
 Date: 09/28/2015      Number: 10949

#### Hours

Fixed Credit Course  
 Credit Hrs Contact Hrs

3      3

Variable Credit Course  
 Credit Hrs Contact Hrs  
 Min Max Min Max

#### Rationale for Add Course

- ☐ Strengthen Program Requirement(s)  
☐ Alignment of Student Learning Outcomes  
☐ Alternative Delivery of Content  
☐ Improve Time to Degree  
☒ Evolution of the Discipline  
☐ Changing Prerequisites  
☐ Address DWF Rates  
☐ General Education Modifications  
☐ Other (Please specify.)

#### Schedule Types

- ☐ Field Course  
☐ Independent Study  
☐ Internship  
☐ Lab No Fee  
☐ Lab With Fee  
☒ Lecture  
☐ Other  
☐ Seminar  
☐ Studio  
☐ Tutorial

#### Projected Enrollment

Year 1: 19  
 Year 2: 19  
 Year 3: 19  
 Year 4: 19

#### Evaluation

Undergraduate

A 90 - 100  
 B 80 - 89  
 C 70 - 79  
 D 60 - 69  
 F < 60

30% Homework Assignments 5@6% 30% Midterm Exam 30% Final Exam 10% Class Participation

### Catalog Description

Introduces to the common language, terminology, and concepts related to business analytics. Students will learn what it takes to be a business analyst and how to manage business problems using business analytics. It will introduce students to the business analytics profession and cover the basic business, technical and statistical concepts.

☒ Prerequisite(s)      Corequisite(s)

MGT 3180 or ACCT 3220

### Required course for students in

B.S. Management emphasis area in business analytics

### Statement of need and justification based on assessment of student learning outcomes

Advances in information technology have led to massive amounts of data (often referred to as "Big Data") from transactions, business interactions, social exchanges and sensors. With continued innovation revolving around digital technologies, the Internet, and mobile computing, the amount of data is growing exponentially. There is presently a shortage of talented analysts who can help business organizations manage and analyze this

data.

**Textbook(s)**

Efraim Turban, Ramesh Sharda, Dursun Delen, David King Business Intelligence: A Managerial Approach (2/E), Pearson Hall 2010 90

**Learning Objectives**

At the end of the course, students will be able to: • Define common business analytics (BA) concepts and describe several frameworks for understanding BA • Explain four ways businesses can use BA to gain competitive advantage • List the critical factors needed for successful implementation of BA in an enterprise • Detail the key inputs to developing BA applications • List the major factors involved in managing the BA data infrastructure • Develop a list of practical criteria to use in the BA software selection decision • Speculate about the future trends and directions for BA

**Topical Outline**

1. Course Overview – Intro to BI 2. Business Intelligence and Its Capabilities 3. Executive Information Systems 4. Determining Information Requirements 5. Business Performance Management I 6. Business Performance Management II 7. Intro to MicroStrategy, Software Selection 8. Data Management & Data Warehousing 9. Data Warehousing, Review 10. Midterm Exam, Intro to Planners Lab 11. Introduction to Data Mining in Business 12. Introduction to Text and Web Mining in Business 13. Determining ROI, Intro to Tableau 14. Business Intelligence Implementation 15. The Future of BI and Analytics, review 16. Final Exam

**Duplication (if applicable)**

Hi Janis, We appreciate you asking us about these course proposals and that you are interested in identifying CPSC courses to suggest as possibilities for advanced students! We support the revised course proposals for MGT 3500 and 4500. Best regards, Mark (Smotherman-CPSC)

**Syllabus**

Upload File: MGT3500-20150925084505.docx

**Description:** Sample syllabus for MGT3500

Chair, Department Curriculum Committee

9/25/2015  
09-25-15

Date

Department Chair

10/9/15

Date

Chair, College Curriculum Committee

10/13/15

Date

College Dean

Date

Director, Calhoun Honors College

11/6/2015

Date

Chair, Undergraduate Curriculum Committee

Date

Chair, Graduate Curriculum Committee

2/11/16

Date

Provost

Date

President

Date

## **MGT 3500: Introduction to Business Analytics**

### **Course Information**

Class Time:

Classroom:

Course Web Page:

Instructor: Seth Li

Office: Sirrine 120B

Office Hours:

Email: [siyuan@g.clemson.edu](mailto:siyuan@g.clemson.edu)

### **Course Description**

Introduces to the common language, terminology, and concepts related to business analytics. Students will learn what it takes to be a business analyst and how to manage business problems using business analytics. It will introduce students to the business analytics profession and cover the basic business, technical and statistical concepts. (Prerequisite MGT 3180 or ACCT 3220)

### **Learning Outcomes**

At the end of the course, students will be able to:

- Define common business analytics (BA) concepts and describe several frameworks for understanding BA
- Explain four ways businesses can use BA to gain competitive advantage
- List the critical factors needed for successful implementation of BA in an enterprise
- Detail the key inputs to developing BA applications
- List the major factors involved in managing the BA data infrastructure
- Develop a list of practical criteria to use in the BA software selection decision
- Speculate about the future trends and directions for BA

### **Required Textbook and Materials:**

Efraim Turban, Ramesh Sharda, Dursun Delen, David King Business Intelligence: A Managerial Approach (2/E), Pearson Hall 2010

The class will use resources on the Teradata Student Network

<http://www.teradatastudentnetwork.com> . Access & registration details will be provided in class.

### **Academic Integrity**

From the “Academic Integrity” policy under “Academic Regulations” in the Clemson University’s Undergraduate Announcements found on the Registrar’s home page:

*As members of the Clemson University community, we have inherited Thomas Green Clemson’s vision of this institution as a “high seminary of learning.” Fundamental to this vision is a mutual commitment to truthfulness, honor, and responsibility, without which we cannot earn the trust and respect of others. Furthermore, we recognize that academic dishonesty detracts from the value of a Clemson degree. Therefore, we shall not tolerate lying, cheating, or stealing in any form.*

*When, in the opinion of a faculty member, there is evidence that a student has committed an act of academic dishonesty, the faculty member shall make a formal written charge of academic dishonesty, including a description of the misconduct, to the Associate Dean for Curriculum in the Office of Undergraduate Studies. At the same time, the faculty member may, but is not required to, inform each involved student privately of the nature of the alleged charge.*

## **Title IX**

*The Clemson University Title IX (Sexual Harassment) Statement: Clemson University is committed to a policy of equal opportunity for all persons and does not discriminate on the basis of race, color, religion, sex, sexual orientation, gender, pregnancy, national origin, age, disability, veteran's status, genetic information or protected activity (e.g., opposition to prohibited discrimination or participation in any complaint process, etc.) in employment, educational programs and activities, admissions and financial aid. This includes a prohibition against sexual harassment and sexual violence as mandated by Title IX of the Education Amendments of 1972. This policy is located at <http://www.clemson.edu/campus-life/campus-services/access/title-ix/>*

Mr. Jerry Knighton is the Clemson University Title IX Coordinator. He also is the Director of Access and Equity. His office is located at 111 Holtzendorrf Hall, 864.656.3181 (voice) or 864.565.0899 (TDD).

## **Accommodation of Students with Disabilities**

Students with disabilities who need accommodations should make an appointment with the Director of Student Disability Services to discuss specific needs within the first month of classes. Students should present a Faculty Accommodation Letter from Student Disabilities Services and then meet with instructor to discuss specific accommodations. Note that accommodations are not retroactive and new Faculty Accommodation Letters must be presented each semester.

## **Attendance Policy**

From the "Class Attendance" policy under "Academic Regulations" in Clemson University's *Undergraduate Announcements* found on the Registrar's webpage:

*College work proceeds at such a pace that regular attendance is necessary for each student to obtain maximum benefits from instruction. Regular and punctual attendance at all class ... sessions is a student obligation, and each student is responsible for all the work, including tests and written work, in all class ... sessions. No right or privilege exists that permits a student to be absent from any given number of class ... sessions except as stated in the syllabus for each course. At the same time, it is obvious that students have valid reasons for missing classes, the instructors are expected to be reasonable in the demands they place on students.*

*... Additionally, students occasionally are required to miss class because of participation in co-curricular activities, such as class trips, that the faculty members note on their syllabi. The student must discuss these activities with the faculty members whose classes will be missed well in advance of their occurrences. The documentable absences are necessary, and the instructor will make arrangements for those students to make-up graded work that takes place during those necessary absences. The time, location, and nature of the make-up work will be at the discretion of the instructor. If required, documentation will be provided to instructors by students. ...*

**For this class**, any student missing 6 or more class meetings (includes both excused and unexcused) will realize a single letter grade reduction for the course. Additionally, any student missing half or more of the class meetings (includes both excused and unexcused) will receive a failing grade for the course.

### Policy on Late Instructor

If for any unforeseen circumstance I am significantly late for class, I expect the class to wait for a period of 10 minutes before disbanding. Periodically check the Blackboard space for any announcements.

### Management Department Undergraduate Graduation Requirements

Management and Industrial Management majors must earn a grade of C or higher in this course. Management and IM majors receiving a grade of D or F would be required to re-take the course even with an overall GPA of at least 2.0.

### Grading

The Clemson University grading system is as follows:

- A—Excellent indicates work of a very high character, the highest grade given.*
- B—Good indicates work that is definitely above average, though not of the highest quality.*
- C—Fair indicates work of average or medium character.*
- D—Pass indicates work below average and unsatisfactory, the lowest passing grade.*
- F—Failed indicates that the student knows so little of the subject that it must be repeated in order that credit can be received.*
- I—Incomplete indicates that a relatively small part of the semester's work remains undone.*
- W—Withdraw indicates that the student withdrew from the course or was withdrawn by the instructor after the first two weeks of class work and prior to the last seven weeks of classes, not including the examination period.*

For this class, final averages between 90.00 and 100 are an A, 80.00 and 89.99 a B, 70.00 and 79.99 a C, 60.00 and 69.99 a D, and below 59.99 an F.

Item	Percent of Total
Homework Assignments 5@6%	30%
Midterm Exam	30%
Final Exam	30%
Class Participation	10%

### Participation

The nature of this course involves a heavy degree of open dialogue and discussion. Therefore, a significant factor in determining grades will be the degree to which you participate in class. The actual participation grade will be comprised of attendance, discussion quality and general professionalism.

### Final Exam:

The final exam will cover only material introduced after the midterm exam.

## Tentative Schedule

Week Number	Topic	Chapters	Homework assignments
1	Course Overview – Intro to BI		
2	Business Intelligence and Its Capabilities	Ch. 1	
3	Executive Information Systems		
4	Determining Information Requirements		Genericorp Assignment (A)
5	Business Performance Management I	Ch. 3	
6	Business Performance Management II	Ch. 3	Personal Balanced Scorecard Assignment (B)
7	Intro to MicroStrategy, Software Selection		
8	Data Management & Data Warehousing	Ch. 2	
9	Data Warehousing, Review		MicroStrategy Software assignment (1)
10	<b>Midterm Exam</b> , Intro to Planners Lab		
11	Introduction to Data Mining in Business	Ch. 4	Planners Lab Software assignment (2)
12	Introduction to Text and Web Mining in Business	Ch. 5	
13	Determining ROI, Intro to Tableau		
14	Business Intelligence Implementation	Ch. 6	
15	The Future of BI and Analytics, review		Tableau assignment (3)
16	<b>Final Exam</b>		

## Add Undergraduate Course

000396

## Course Attributes

**Subject Abbreviation:** MGT-Management      **Catalog Title:** Business Modeling, Analytics, and Problem Solving  
**Course Number:** 3510      **Transcript Title:** Business Analytics & Problems  
**Effective Term:** Spring 2016      **Cross-reference(s):**  
**College:** Business and Behavioral Sci      **Grade Mode:** Standard Letter  
**Department:** Management      ☐ **Additional Fee?**

Justification

## Form

**User ID:** janism      **Name:** Janis Miller  
**Date:** 09/25/2015      **Number:** 10974

## Hours

Fixed Credit Course  
 Credit Hrs Contact Hrs

3      3

Variable Credit Course  
 Credit Hrs Contact Hrs  
 Min Max Min Max

## Rationale for Add Course

- ☐ Strengthen Program Requirement(s)  
☐ Alignment of Student Learning Outcomes  
☐ Alternative Delivery of Content  
☐ Improve Time to Degree  
☒ Evolution of the Discipline  
☐ Changing Prerequisites  
☐ Address DWF Rates  
☐ General Education Modifications  
☐ Other (Please specify.)

## Schedule Types

- ☐ Field Course  
☐ Independent Study  
☐ Internship  
☐ Lab No Fee  
☐ Lab With Fee  
☒ Lecture  
☐ Other  
☐ Seminar  
☐ Studio  
☐ Tutorial

## Projected Enrollment

Year 1: 19  
 Year 2: 19  
 Year 3: 19  
 Year 4: 19

## Evaluation

Undergraduate

A 90 - 100  
 B 80 - 89  
 C 70 - 79  
 D 60 - 69  
 F < 60

30% Case Assignments 6@5% 25% Group Project 25% Final Exam 20% Class Participation

## Catalog Description

This course focuses on problem solving using statistics to analyze business data. Case studies address business problems in data management, model fitting, model interpretation, and diagnostics. Model approaches include selected topics from multivariate analysis, exploratory data analysis, and linear models.

☒ Prerequisite(s)    ☐ Corequisite(s)

MGT 3100

## Required course for students in

B.S. Management Business Analytics emphasis area.

## Statement of need and justification based on assessment of student learning outcomes

Advances in information technology have led to massive amounts of data (often referred to as "Big Data") from transactions, business interactions, social exchanges and sensors. With continued innovation revolving around digital technologies, the Internet, and mobile computing, the amount

of data is growing exponentially. There is presently a shortage of talented analysts who can help business organizations manage and analyze this data.

000397

**Textbook(s)**

Wolfgang Jank, Business Analytics for Managers, ISBN 978-1-4614-0405-7

**Learning Objectives**

At the end of the course, students will be able to: • Interpret output from analytical tools for a given business situation. • Present, both orally and in writing, the results from analytical tools in the context of business problems. • Examine a practical business problem, identify and utilize the correct statistical method in order to make a recommendation to the business.

**Topical Outline**

Weekly schedule 1 Introduction 2 Review Inferential Statistics 3 Review Regression and ANOVA 4-5 ELT (extract, transform and load) business data 6-7 Practical business significance and generalizability 8-9 Advanced topics including business data with dependency 10 Identifying critical factors in business cases 11 Modeling business processes 12-13 Non-linear relationships 14 Decision trees and decision making 15 Group project presentations 16 Final Exam

**Duplication (if applicable)**

Janis: The adjusted topical outline looks MUCH better. Thank you so much for running this by us before finalizing. We appreciate the extra care you are taking. Best, Judith (McKnew-Math/Stats)

**Syllabus**

Upload File: MGT3510-20150925093827.docx

**Description:** Sample syllabus MGT 3510

Chair, Department Curriculum Committee

9/25/2015  
000398

Date

Department Chair

9-25-15

Date

Chair, College Curriculum Committee

10/9/15

Date

College Dean

10/13/15

Date

Director, Calhoun Honors College

Chair, Undergraduate Curriculum Committee

11/6/2015

Date

Chair, Graduate Curriculum Committee

Robert S. Jones

2/11/16

Date

Provost

Date

President

Date

## **MGT 3510: Business Modeling, Analytics, and Problem Solving**

### **Course Information**

Class Time:

Classroom:

Course Web Page:

Instructor: Dr. Jerry K. Bilbrey

Office: Sirrine 123

Office Hours:

Email: [jbilbre@clermson.edu](mailto:jbilbre@clermson.edu)

### **Course Description**

This course focuses on problem solving using statistics to analyze business data. Case studies address business problems in data management, model fitting, model interpretation, and diagnostics. Model approaches include selected topics from multivariate analysis, exploratory data analysis, and linear models. (Prerequisite MGT 3100)

### **Learning Objectives:**

At the end of the course, students will be able to:

- Interpret output from analytical tools for a given business situation.
- Present, both orally and in writing, the results from analytical tools in the context of business problems.
- Examine a practical business problem, identify and utilize the correct statistical method in order to make a recommendation to the business.

### **Required Textbook and Materials (needed EVERY class period):**

Wolfgang Jank, Business Analytics for Managers, ISBN 978-1-4614-0405-7

Laptop with Excel 2013 and R!

### **Academic Integrity**

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### **Title IX**

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*disability, veteran's status, genetic information or protected activity (e.g., opposition to prohibited discrimination or participation in any complaint process, etc.) in employment, educational programs and activities, admissions and financial aid. This includes a prohibition against sexual harassment and sexual violence as mandated by Title IX of the Education Amendments of 1972. This policy is located at <http://www.clemson.edu/campus-life/campus-services/access/title-ix/>*

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*... Additionally, students occasionally are required to miss class because of participation in co-curricular activities, such as class trips, that the faculty members note on their syllabi. The student must discuss these activities with the faculty members whose classes will be missed well in advance of their occurrences. The documentable absences are necessary, and the instructor will make arrangements for those students to make-up graded work that takes place during those necessary absences. The time, location, and nature of the make-up work will be at the discretion of the instructor. If required, documentation will be provided to instructors by students. ...*

**For this class**, any student missing 6 or more class meetings (includes both excused and unexcused) will realize a single letter grade reduction for the course. Additionally, any student missing half or more of the class meetings (includes both excused and unexcused) will receive a failing grade for the course.

### **Policy on Late Instructor**

If for any unforeseen circumstance I am significantly late for class, I expect the class to wait for a period of 10 minutes before disbanding. Periodically check the Blackboard space for any announcements.

## Management Department Undergraduate Graduation Requirements

Management and Industrial Management majors must earn a grade of C or higher in this course. Management and IM majors receiving a grade of D or F would be required to re-take the course even with an overall GPA of at least 2.0.

### Grading

The Clemson University grading system is as follows:

- A—Excellent indicates work of a very high character, the highest grade given.*
- B—Good indicates work that is definitely above average, though not of the highest quality.*
- C—Fair indicates work of average or medium character.*
- D—Pass indicates work below average and unsatisfactory, the lowest passing grade.*
- F—Failed indicates that the student knows so little of the subject that it must be repeated in order that credit can be received.*
- I—Incomplete indicates that a relatively small part of the semester's work remains undone.*
- W—Withdrew indicates that the student withdrew from the course or was withdrawn by the instructor after the first two weeks of class work and prior to the last seven weeks of classes, not including the examination period.*

For this class, final averages between 90.00 and 100 are an A, 80.00 and 89.99 a B, 70.00 and 79.99 a C, 60.00 and 69.99 a D, and below 59.99 an F.

Item	Percent of Total
6 Case Assignments @ 5% each	30%
Group Project	25%
Final Exam	25%
Class Participation	20%

### Group Project

The group project will analyze a real-world problem using business analytics skills learned from this course.

### Participation

The nature of this course involves a heavy degree of open dialogue and discussion. Therefore, a significant factor in determining grades will be the degree to which you participate in class. The actual participation grade will be comprised of attendance, discussion quality and general professionalism.

### Final Exam:

The final exam is required and will be comprehensive, covering all semester content.

### TENTATIVE SCHEDULE

Week Number	Topic	Chapter	Assignments
-------------	-------	---------	-------------

1	Introduction	1	
2	Review Inferential Statistics		Case 1
3	Review Regression and ANOVA		
4-5	ELT (extract, transform and load) business data	2	Case 2
6-7	Practical business significance and generalizability	3	Case 3
8-9	Advanced topics including business data with dependency	4	Case 4
10	Identifying critical factors in business cases		
11	Modeling business processes	5	Case 5
12-13	Non-linear relationships	6	Case 6
14	Decision trees and decision making		
15	Group project presentations		Group Project due
16	<b>Final Exam</b>		

## Add Undergraduate Course

000403

## Course Attributes

**Subject Abbreviation:** MGT-Management      **Catalog Title:** Advanced Business Analytics      **Additional Fee?**  
**Course Number:** 4500      **Transcript Title:** Advanced Business Analytics Justification  
**Effective Term:** Spring 2016      **Cross-reference(s):**  
**College:** Business and Behavioral Sci      **Grade Mode:** Standard Letter  
**Department:** Management

## Form

**User ID:** janism      **Name:** Janis Miller  
**Date:** 09/25/2015      **Number:** 10961

## Hours

**Fixed Credit Course**  
**Credit Hrs Contact Hrs**

3      3

**Variable Credit Course**  
**Credit Hrs Contact Hrs**  
**Min Max Min Max**

## Rationale for Add Course

- ☐ Strengthen Program Requirement(s)  
☐ Alignment of Student Learning Outcomes  
☐ Alternative Delivery of Content  
☐ Improve Time to Degree  
☒ Evolution of the Discipline  
☐ Changing Prerequisites  
☐ Address DWF Rates  
☐ General Education Modifications  
☐ Other (Please specify.)

## Schedule Types

- ☐ Field Course  
☐ Independent Study  
☐ Internship  
☐ Lab No Fee  
☐ Lab With Fee  
☒ Lecture  
☐ Other  
☐ Seminar  
☐ Studio  
☐ Tutorial

## Projected Enrollment

**Year 1:** 19  
**Year 2:** 19  
**Year 3:** 19  
**Year 4:** 19

## Evaluation

Undergraduate

**A** 90 - 100  
**B** 80 - 89  
**C** 70 - 79  
**D** 60 - 69  
**F** < 60

15% Midterm Exam 15% Final Exam 20% Group Project 40% Paper assignments 4@10% 10% Class Participation

## Catalog Description

This course aims to deepen students' understanding of how to manage and analyze business data to gain competitive advantages. It will include case studies, projects and real-world business problems to give students opportunities to apply business analytics skills and to use business analytics software applications.

☒ **Prerequisite(s)**      **Corequisite(s)**

MGT 3500

## Required course for students in

B.S. Management Business Analytics emphasis area

## Statement of need and justification based on assessment of student learning outcomes

Advances in information technology have led to massive amounts of data (often referred to as "Big Data") from transactions, business interactions, social exchanges and sensors. With continued innovation revolving around digital technologies, the Internet, and mobile computing, the amount of data is growing exponentially. There is presently a shortage of talented analysts who can help business organizations manage and analyze this

data.

**Textbook(s)**

S. Christian Albright, and Wayne L. Winston, "Business Analytics: Data Analysis and Decision Making" (5th edition), Cengage Learning, ISBN: 1-133-58826-3.

**Learning Objectives**

At the end of the course, students will be able to: • Define common and advanced business analytics (BA) concepts • Correctly apply a framework for understanding BA to a real-world project and develop useful recommendations for the company • Demonstrate the use of several samples of BA software • List three ways business analytics can create competitive advantage for a business

**Topical Outline**

Weekly Outline 1-3 Recap of business analytics basics 4 Concepts, Constructs & Variables 5 Measurement, Scales of Measurement, and Validity and Reliability 6-8 Decision trees and business decision-making 9-10 Association Rule and Business association problems 11 Enhancing Competitiveness Through IT 12 Business Analytics and Competing in Digital Markets 14 Analytics and and Business Transformation 15 Group presentations 16 Final Exam

**Duplication (if applicable)**

Hi Janis, We appreciate you asking us about these course proposals and that you are interested in identifying CPSC courses to suggest as possibilities for advanced students! We support the revised course proposals for MGT 3500 and 4500. Best regards, C

**Syllabus**

Upload File: MGT4500-20150925091957.docx

**Description:** MGT4500 sample syllabus

Chair, Department Curriculum Committee

9/25/2015  
000405  
9-25-15

Date

Department Chair

Date

Chair, College Curriculum Committee

10/9/15

Date

College Dean

10/14/15

Date

Director, Calhoun Honors College

Chair, Undergraduate Curriculum Committee

11/6/2015

Date

Date

Chair, Graduate Curriculum Committee

Date

Provost

2/11/16

Date

President

Date

## MGT 4500: Advanced Business Analytics

### Course Information

Class Time:

Classroom:

Course Web Page:

Instructor: Dr. Heshan Sun

Office: Sirrine 107

Office Hours:

Email: [sunh@clemson.edu](mailto:sunh@clemson.edu)

### Course Description

This course aims to deepen students' understanding of how to manage and analyze business data to gain competitive advantages. It will include case studies, projects and real-world business problems to give students opportunities to apply business analytics skills and to use business analytics software applications. (Prerequisite MGT 3500)

### Objectives:

At the end of the course, students will be able to:

- Define common and advanced business analytics (BA) concepts
- Correctly apply a framework for understanding BA to a real-world project and develop useful recommendations for the company
- Demonstrate the use of several samples of BA software
- List three ways business analytics can create competitive advantage for a business

### Textbooks and Materials

(Required) S. Christian Albright, and Wayne L. Winston, "Business Analytics: Data Analysis and Decision Making" (5<sup>th</sup> edition), Cengage Learning, ISBN: 1-133-58826-3.

Please install these software applications within the first two weeks of the class. You need to bring your laptop to all the classes.

1. IBM SPSS Modeler
2. Microsoft Excel and Access 2013

### Academic Integrity

From the "Academic Integrity" policy under "Academic Regulations" in the Clemson University's Undergraduate Announcements found on the Registrar's home page:

*As members of the Clemson University community, we have inherited Thomas Green Clemson's vision of this institution as a "high seminary of learning." Fundamental to this vision is a mutual commitment to truthfulness, honor, and responsibility, without which we cannot earn the trust and respect of others. Furthermore, we recognize that academic dishonesty detracts from the value of a Clemson degree. Therefore, we shall not tolerate lying, cheating, or stealing in any form.*

*When, in the opinion of a faculty member, there is evidence that a student has committed an act of academic dishonesty, the faculty member shall make a formal written charge of academic dishonesty, including a description of the misconduct, to the Associate Dean for Curriculum in the Office of Undergraduate Studies. At the same time, the faculty member may, but is not required to, inform each involved student privately of the nature of the alleged charge.*

## Title IX

*The Clemson University Title IX (Sexual Harassment) Statement: Clemson University is committed to a policy of equal opportunity for all persons and does not discriminate on the basis of race, color, religion, sex, sexual orientation, gender, pregnancy, national origin, age, disability, veteran's status, genetic information or protected activity (e.g., opposition to prohibited discrimination or participation in any complaint process, etc.) in employment, educational programs and activities, admissions and financial aid. This includes a prohibition against sexual harassment and sexual violence as mandated by Title IX of the Education Amendments of 1972. This policy is located at <http://www.clemson.edu/campus-life/campus-services/access/title-ix/>*

Mr. Jerry Knighton is the Clemson University Title IX Coordinator. He also is the Director of Access and Equity. His office is located at 111 Holtzendorff Hall, 864.656.3181 (voice) or 864.565.0899 (TDD).

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Students with disabilities who need accommodations should make an appointment with the Director of Student Disability Services to discuss specific needs within the first month of classes. Students should present a Faculty Accommodation Letter from Student Disabilities Services and then meet with instructor to discuss specific accommodations. Note that accommodations are not retroactive and new Faculty Accommodation Letters must be presented each semester.

### Attendance Policy

From the "Class Attendance" policy under "Academic Regulations" in Clemson University's *Undergraduate Announcements* found on the Registrar's webpage:

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*... Additionally, students occasionally are required to miss class because of participation in co-curricular activities, such as class trips, that the faculty members note on their syllabi. The student must discuss these activities with the faculty members whose classes will be missed well in advance of their occurrences. The documentable absences are necessary, and the instructor will make arrangements for those students to make-up graded work that takes place during those necessary absences. The time, location, and nature of the make-up work will be at the discretion of the instructor. If required, documentation will be provided to instructors by students. ...*

**For this class**, any student missing 6 or more class meetings (includes both excused and unexcused) will realize a single letter grade reduction for the course. Additionally, any student missing half or more of the class meetings (includes both excused and unexcused) will receive a failing grade for the course.

### Policy on Late Instructor

If for any unforeseen circumstance I am significantly late for class, I expect the class to wait for a period of 10 minutes before disbanding. Periodically check the Blackboard space for any announcements.

## Management Department Undergraduate Graduation Requirements

Management and Industrial Management majors must earn a grade of C or higher in this course. Management and IM majors receiving a grade of D or F would be required to re-take the course even with an overall GPA of at least 2.0.

### Grading

The Clemson University grading system is as follows:

- A—Excellent indicates work of a very high character, the highest grade given.*
- B—Good indicates work that is definitely above average, though not of the highest quality.*
- C—Fair indicates work of average or medium character.*
- D—Pass indicates work below average and unsatisfactory, the lowest passing grade.*
- F—Failed indicates that the student knows so little of the subject that it must be repeated in order that credit can be received.*
- I—Incomplete indicates that a relatively small part of the semester's work remains undone.*
- W—Withdrew indicates that the student withdrew from the course or was withdrawn by the instructor after the first two weeks of class work and prior to the last seven weeks of classes, not including the examination period.*

For this class, final averages between 90.00 and 100 are an A, 80.00 and 89.99 a B, 70.00 and 79.99 a C, 60.00 and 69.99 a D, and below 59.99 an F.

Item	Percent of Total
Midterm Exam	15%
Final Exam	15%
Group Project	20%
Paper assignments 4@10%	40%
Class Participation	10%

### Paper Assignments (40%, 4 x 10%)

To further integrate course concepts, we will be having assigned papers. The topic of the paper will be assigned during the semester. Specifics regarding topic, page length requirement, and writing style will be given when the assignment is made.

### Group Project (20%)

A group project will be available. Each student will be in one group. As a group, you should apply the knowledge you learned from this course to solve a real-world problem. The group project will cover two major things (1) solving a real-world problem using the business analytics skills learned from this course, and (2) achieving a deeper understanding of how business analytics helps businesses. Details about the group project will be available early this semester.

## TENTATIVE SCHEDULE

Week Number	Topic	Chapters	Assignments
1-3	Recap of business analytics basics	Turban et al., "Introduction to Business Analysis"	
4	Concepts, Constructs & Variables	(A&W) Chapters 2-3 (Patten) Topics 5-8	Paper 1: knowledge representation
5	Measurement, Scales of Measurement, and Validity and Reliability	(A&W) Chapters 4-5 (Patten) Topics 27-36, 45	
6-8	Decision trees and business decision-making	A&W Chapters 6-9	Paper 2: Car Evaluation
9-10	Association Rule and Business association problems	A&W Chapters 10, 15, 16.	Paper 3: Product Association
11	Enhancing Competitiveness Through IT	The Transforming Power of Complementary Assets, Hughes & Scott Morton, Sloan Management Review Summer, 2006. Investing in the IT that Makes a Competitive Difference, McAfee and Brynjolfsson, Harvard Business Review, Jul-Aug, 2008. IT Doesn't Matter, Carr, Harvard Business Review, May, 2003, pp.41-49. The End of Corporate Computing, Carr, Sloan Management Review, Spring 2005, pp. 67-74.	Paper 4: Analytics & Competitiveness.
12	Business Analytics and Competing in Digital Markets	Should You Invest in the Long Tail, Elberse, Harvard Business Review, July-Aug, 2008. Strategic Decisions for Multisided Platforms, Hagiu, Sloan Management Review, Winter 2014 E-Commerce and the Information Market: Breeding the New Infomediaries, Grover & Teng, Communications of the ACM, April, 2001.	
14	Analytics and Business Transformation	Creating Business Value with Analytics, Fall 2011, Sloan Management Review Harnessing the Power of the Oh-So-Social Web, Bernoff and Li, Sloan Management Review, Spring, 2008.	
15	Group presentations		Group project due
16	Final Exam		

## Change Undergraduate Course

000410

## Change a Course

Subject: MGT-Management  
 Number: 4540  
 Effective Term: Spring 2016  
 Title: Systems Implement

Honors Course:

☐ Add Honors Course:

Last Term Course was taught: 201108

## Brief Statement of Change Based on Assessment Results:

Prerequisite change is from a senior-level elective 4xxx course to a junior-level required 3xxx course. This will make it easier for more students to meet the prerequisite.

## Rationale for Changing a Course

- ☐ Strengthen Program Requirement(s)  
☐ Alignment of Student Learning Outcomes  
☐ Alternative Delivery of Content  
☐ Improve Time to Degree  
☐ Evolution of the Discipline  
☒ Changing Prerequisites  
☐ Address DWF Rates  
☐ General Education Modifications  
☐ Other (Please specify.)

☒ Change Prerequisite(s) / Corequisite(s)

From MGT4520 or CPSC 4620  
 To MGT3180

## Learning Objectives

At the end of the course, students will be able to: • Describe and explain various systems development lifecycles and methodologies. • Review important issues in systems implementation and system operations, including the technical, managerial and interpersonal aspects of implementing enterprise systems in organizations • Discuss how technical and organizational factors work together to ensure success of system implementation • Explain the systems implementation process, including scope and requirements determination, developing technical specifications, conducting business continuation planning, disaster recovery and business impact analysis, risk analysis, security analysis, quality assurance and testing • Construct a small-scale business application within Microsoft Office

## Topical Outline

Weekly schedule 1 Course Introduction 2 The context of system development 3 Review of system analysis 4 Review of system design 5 Object-oriented analysis 6 7 Objects in Microsoft Office 8 Midterm Exam 9 Object-oriented design 10 11 Database design 12 Microsoft Access 13 System construction and implementation 14 System operation and support 15 Group project presentations 16 Final Exam

## Evaluation

Undergraduate

A 90 - 100  
 B 80 - 89  
 C 70 - 79  
 D 60 - 69  
 F < 60

20% Midterm Exam 20% Final Exam 20% Group Project 30% Individual assignments 3@10% 10% Class Participation

## Syllabus

Upload File: MGT4540-20150925095800.docx

Description: MGT4540 sample syllabus

## Form

<b>User ID:</b> janism	<b>Name:</b> Janis Miller
<b>Date:</b> 09/25/2015	<b>Number:</b> 10999

000411

Chair, Department Curriculum Committee

9/25/2015  
000412  
9-25-15

Date

Department Chair

Date

Chair, College Curriculum Committee

10/9/15

Date

College Dean

10/17/15

Date

Director, Calhoun Honors College

11/6/2015

Date

Chair, Undergraduate Curriculum Committee

Date

Chair, Graduate Curriculum Committee

Date

Provost

2/11/16

Date

President

Date

**MGT 4540: Systems Implementation**  
**(EXISTING COURSE INCLUDED TO ILLUSTRATE 4-COURSE EMPHASIS AREA)**

**Course Information**

Class Time:

Classroom:

Course Web Page:

Instructor:

Office:

Office Hours:

Email:

**Course Description**

Builds upon skills of programming, database, and systems analysis and design by involving students with the later phases of the systems development life cycle (SDLC). Students design and develop a system using various platforms. Focus is on the logical and physical system design. (Prerequisite MGT 3180)

**Objectives:**

At the end of the course, students will be able to:

- Describe and explain various systems development lifecycles and methodologies.
- Review important issues in systems implementation and system operations, including the technical, managerial and interpersonal aspects of implementing enterprise systems in organizations
- Discuss how technical and organizational factors work together to ensure success of system implementation
- Explain the systems implementation process, including scope and requirements determination, developing technical specifications, conducting business continuation planning, disaster recovery and business impact analysis, risk analysis, security analysis, quality assurance and testing
- Construct a small-scale business application within Microsoft Office

**Textbooks and Materials**

(Required) Jeffrey L. Whitten & Lonnie D. Bentley (2007) Systems Analysis & Design Methods (7th Edition), McGraw-Hill Irwin, New York, NY, U.S.A. Eight selected chapters in a custom edition.

Microsoft Excel and Access 2013

**Academic Integrity**

From the “Academic Integrity” policy under “Academic Regulations” in the Clemson University’s Undergraduate Announcements found on the Registrar’s home page:

*As members of the Clemson University community, we have inherited Thomas Green Clemson’s vision of this institution as a “high seminary of learning.” Fundamental to this vision is a mutual commitment to truthfulness, honor, and responsibility, without which we cannot earn the trust and respect of others. Furthermore, we recognize that academic dishonesty detracts from the value of a Clemson degree. Therefore, we shall not tolerate lying, cheating, or stealing in any form.*

*When, in the opinion of a faculty member, there is evidence that a student has committed an act of academic dishonesty, the faculty member shall make a formal written charge of academic dishonesty, including a description of the misconduct, to the Associate Dean for Curriculum in the Office of Undergraduate Studies. At the same time, the faculty member may, but is not required to, inform each involved student privately of the nature of the alleged charge.*

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Item	Percent of Total
Midterm Exam	20%
Final Exam	20%
Group Project	20%
Individual assignments 3@10%	30%
Class Participation	10%

### Group Project

To further integrate course concepts, each group will develop a very basic application for a business of your choice. You will also need to do a presentation on your project in the final week of the class. Specifics regarding topic, page length requirement, writing style, and the presentation, will be given

## TENTATIVE SCHEDULE

Week Number	Topic	Chapter	Assignments
1	Course Introduction		
2	The context of system development	1	
3	Review of system analysis	2	
4	Review of system design	3	
5	Object-oriented analysis	4	Assignment 1 due
6			
7	Objects in Microsoft Office		
8	<b>Midterm Exam</b>		
9	Object-oriented design	5	
10			Assignment 2 due
11	Database design	6	
12	Microsoft Access		
13	System construction and implementation	7	Assignment 3 due
14	System operation and support	8	
15	Group project presentations		Group project due
16	<b>Final Exam</b>		

## Change Major

000417

Major Name: Management  
Degree: Bachelor of Science  
Effective Catalog Year: 2016-2017

- ☐ Change Major Name to: MGT  
☐ Change Degree to: Bachelor of Science  
☒ Change Curriculum Requirements  
☐ Change General Education Requirements  
☐ Add, Change, or Delete Concentration(s)  
☒ Add, Change, or Delete Emphasis Area(s)

Curriculum Map: MGT COURSEMAP\_Fall 2015ChangeProposal-20150925105228.docx

Description: BSMGTCurriculumMap

Additional  
Information:  
Description:

## Summary/Explanation

Add an emphasis area in Business Analytics (Footnote 3). Move MGT3070/4000 from second semester junior year to first semester junior year, move 3 hours emphasis area from first semester junior year to second semester junior year.

## Rationale for Change Major

- ☐ Strengthen Program Requirement(s)  
☐ Alignment of Student Learning Outcomes  
☐ Alternative Delivery of Content  
☒ Improve Time to Degree  
☒ Evolution of the Discipline  
☐ Changing Prerequisites  
☐ Address DWF Rates  
☐ General Education Modifications  
☐ Other (Please specify.)

## Form

User ID: janism Name: Janis Miller  
Date: 10/01/2015 Number:

Chair, Department Curriculum Committee

9/25/2015  
000418  
9-25-15

Date

Department Chair

Date

Chair, College Curriculum Committee

10/9/15

Date

College Dean

10/17/15

Date

Director, Calhoun Honors College

Date

Chair, Undergraduate Curriculum Committee

11/6/2015

Date

Chair, Graduate Curriculum Committee

Date

Provost

2/11/16

Date

President

Date

test

**Second Semester**

- 3 - ENGL 3140 Technical Writing
- 4 - GC 4400 Commercial Printing
- 3 - Major Requirement<sup>2</sup>
- 3 - Arts and Humanities (Non-Lit.) Requirement<sup>6</sup>
- 3 - Elective

16

**Summer**

- 0 - COOP 2020 Cooperative Education<sup>5</sup>
- 1 - GC 4500 Graphic Comm. Internship II<sup>5</sup>

1

**Senior Year****First Semester**

- 4 - GC 4440 Current Dev. and Trends in GC
- 3 - MGT 3070 Human Resource Management or
  - 3 - PSYC 3640 Industrial Psychology or
  - 3 - PSYC 3680 Organizational Psychology
- 3 - Graphic Communication Technical Req.<sup>2</sup>
- 3 - Major Requirement<sup>2</sup>
- 2 - Elective

15

**Second Semester**

- 3 - GC 4480 Planning and Controlling Printing Functions
- 2 - GC 4800 Senior Seminar in Graphic Comm.
- 3 - Major Requirement<sup>2</sup>
- 4 - Elective

12

122 Total Semester Hours

<sup>1</sup>Must include four credit hours in chemistry (CH 1010 or 1050) and four credit hours in physics (PHYS 1220/1240 or 2070/2090).

<sup>2</sup>Must be approved prior to registration. See advisor.

<sup>3</sup>Students who wish to minor in Business Administration may not select STAT 2300.

<sup>4</sup>Select any ENGL course from General Education Arts and Humanities (Literature) Requirement.

<sup>5</sup>One internship must be in a fall or spring semester (summer—at least 12 weeks; fall/spring—at least 15 weeks). GC 4550 will not substitute for 4500.

<sup>6</sup>See General Education Requirements. This course or three elective credit hours must also satisfy the Cross-Cultural Awareness Requirement.

**MANAGEMENT****Bachelor of Science**

The Bachelor of Science degree in Management prepares students for careers as professional managers in corporations, governmental organizations, and small businesses. In addition, the program provides a foundation for graduates who wish to pursue advanced degrees in business and public administration, law, and the social sciences.

The curriculum gives students a broad exposure to the functional areas of business and allows each to select an emphasis area in a subject that is germane to individual career interests. The Management curriculum provides an examination of the social, legal, political, and economic environments in which organizations must operate; an understanding of the functional areas of business and their interrelationships; and a knowledge of behavioral science, applied statistics, and mathematics as they relate to organizational problem solving. The program is accredited by AACSB International.

Students wishing to change majors into the management program must have a 2.0 or higher Clemson/Bridge cumulative grade-point average.

**Combined Bachelor of Science/  
Master of Science Degree Program**

Under this plan, students may reduce the time necessary to earn both degrees by applying graduate credits to both undergraduate and graduate program requirements. Students may apply up to 12 hours of graduate credits to both the BS and MS degrees. To be eligible for this program, students must have a 3.4 or higher grade-point average, have completed at least 90 credits of coursework and have been admitted to the Graduate School prior to registering for graduate courses. Students in this program are conditionally accepted to the graduate program until they have completed all BS degree requirements.

**Sophomore Year****First Semester**

- 3 - ACCT 2010 Financial Accounting Concepts
- 3 - MGT 2010 Principles of Management<sup>1</sup>
- 3 - MGT 2180 Mgt. Personal Computer Appl.<sup>1</sup>
- 3 - STAT 3090 Introductory Business Statistics
- 3 - Arts and Humanities (Non-Lit.) Requirement<sup>2</sup>

15

**Second Semester**

- 3 - ACCT 2020 Managerial Accounting Concepts
- 3 - MGT 3100 Intermediate Business Statistics<sup>1</sup>
- 3 - Arts and Humanities (Literature) Requirement<sup>2</sup>
- 3 - Cross Cultural Awareness Requirement<sup>2</sup>
- 3 - Elective

15

**Junior Year****First Semester**

- 3 - MGT 3180 Management of Info. Systems<sup>1</sup>
- 3 - MGT 3900 Operations Management<sup>1</sup>
- 3 - MKT 3010 Principles of Marketing
- 3 - Emphasis Area Requirement<sup>1,3</sup>
- 3 - Support Area Requirement<sup>4</sup>

15

**Second Semester**

- 3 - LAW 3220 Legal Environment of Business
- 3 - MGT 3070 Human Resource Management<sup>1</sup> or
  - 3 - MGT 4000 Mgt. of Organizational Behavior<sup>1</sup>
- 3 - MGT 3120 Decision Models for Management<sup>1</sup>
- 3 - Emphasis Area Requirement<sup>1,3</sup>
- 3 - Support Area Requirement<sup>4</sup>

15

**Senior Year****First Semester**

- 3 - FIN 3060 Corporation Finance or
  - 3 - FIN 3110 Financial Management I
- 3 - Emphasis Area Requirement<sup>1,3</sup>
- 6 - Support Area Requirement<sup>4</sup>
- 3 - Elective

15

**Second Semester**

- 3 - MGT 4150 Business Strategy<sup>1,5</sup>
- 3 - MGT 4230 International Business Management<sup>1</sup>
- 3 - Emphasis Area Requirement<sup>1,3</sup>
- 3 - Support Area Requirement<sup>4</sup>
- 3 - Elective

15

120 Total Semester Hours

<sup>1</sup>Grade of C or better in this course is required for graduation.

<sup>2</sup>See General Education Requirements. If this requirement is met through the completion of another General Education requirement, students will have three additional elective hours. Students must complete 120 total hours. Note: Cross-Cultural Awareness Requirement may also be satisfied by some of these courses.

<sup>3</sup>Management majors must complete an emphasis area consisting of twelve hours beyond the coursework required by the management curriculum and the support area requirement. Students should choose ONE of the following ways to satisfy this requirement:

*Entrepreneurship*—ELE 3010, MGT (ELE) 3150 plus two courses from ECON (ELE) 3210, ELE 4010, 4990, MGT 4400, 4970, MKT (ELE) 3140, MKT 4200, 4250, 4260, 4270, 4280, 4290, 4300, SOC (ELE, POSC, PSYC) 3560.

*Human Resource Management*—Any four of the following courses, including at least two management courses not already taken in the basic curriculum: MGT 3070, 4000, 4160, 4250, 4310, 4350, 4360, 4400, PSYC 3640, 3680, 4350, 4710.

*International Management*—Any four of the following courses: ECON 3100, FIN 4110, LAW 4200, MGT 4240, 4440, MKT 4270, POSC 3610, 3620, 3670, 4290, and any international business courses approved in advance and taken as part of a study abroad experience.

*Management Information Systems*—MGT 4110, 4520; and two courses from CPSC 4620, MGT 4300 (topic must be approved in advance by advisor), 4540, 4550, 4560.

*Operations Management*—MGT 4020; and two courses from MGT 4080, 4110, 4270; and one course from MGT 4040, 4120, 4440.

*Supply Chain Management*—MGT 4120, 4240; and two courses from MGT 3050, 3170, 4020, 4080, 4270, 4440, MKT 4260.

*General Management*—Any four 3000- or 4000-level management courses.

<sup>4</sup>Management majors must complete a support area consisting of fifteen hours beyond the coursework required by the management curriculum and the management emphasis area requirement. Students should choose ONE of the following two ways to satisfy this requirement: (1) Declare and complete a minor requiring AT LEAST 15 hours of additional coursework; or (2) Complete 15 hours of coursework selected from the approved list of management support courses.

<sup>5</sup>MGT 4150 must be taken at Clemson University.

Note: At least 50 percent of the total credits taken in ACCT, ECON, ELE, FIN, LAW, MGT, and MKT must be taken at Clemson University.

**MARKETING****Bachelor of Science**

The Bachelor of Science degree program in Marketing develops an understanding of various aspects of marketing. The curriculum prepares students for professional marketing careers in industry, government, or the nonprofit sector. Graduates are also well prepared for entrance into the Master of Business Administration, law, or other graduate programs. For students who want a general perspective of marketing, the curriculum provides a broad range of subjects with the flexibility to tailor courses by choosing areas that enhance career preparation in various areas of marketing. Subjects include promotional strategy, professional selling, sales management, public and nonprofit marketing, entrepreneurship, marketing research, product management, marketing management, and international marketing. The Marketing curriculum provides the conceptual, quantitative, and analytical skills necessary to function in a dynamic business environment. The Marketing degree is accredited by AACSB International.

Students wishing to change majors into the Marketing program must have a Clemson/Bridge cumulative grade-point average of 3.0 or higher. Students must also have completed the Pre-Business Program.

## MANAGEMENT

### Bachelor of Science

The Bachelor of Science degree in Management prepares students for careers as professional managers in corporations, governmental organizations, and small businesses. In addition, the program provides a foundation for graduates who wish to pursue advanced degrees in business and public administration, law, and the social sciences.

The curriculum gives students a broad exposure to the functional areas of business and allows each to select an emphasis area in a subject that is germane to individual career interests. The Management curriculum provides an examination of the social, legal, political, and economic environments in which organizations must operate; an understanding of the functional areas of business and their interrelationships; and a knowledge of behavioral science, applied statistics, and mathematics as they relate to organizational problem solving. The program is accredited by AACSB International.

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### Combined Bachelor of Science/Master of Science Degree Program

Under this plan, students may reduce the time necessary to earn both degrees by applying graduate credits to both undergraduate and graduate program requirements. Students may apply up to 12 hours of graduate credits to both the BS and MS degrees. To be eligible for this program, students must have a 3.4 or higher grade-point average, have completed at least 90 credits of coursework and have been admitted to the Graduate School prior to registering for graduate courses. Students in this program are conditionally accepted to the graduate program until they have completed all BS degree requirements.

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#### First Semester

3 - ACCT 2010 Financial Accounting Concepts  
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     3 - CPSC 2200 Microcomputer Applications<sup>1</sup>  
 3 - STAT 3090 Introductory Business Statistics  
3 - Arts and Humanities (Non-Lit.) Requirement<sup>2</sup>  
 15

#### Second Semester

3 - ACCT 2020 Managerial Accounting Concepts  
 3 - MGT 3100 Intermediate Business Statistics<sup>1</sup>  
 3 - Arts and Humanities (Literature) Requirement<sup>2</sup>  
 3 - Cross Cultural Awareness Requirement<sup>2</sup>  
3 - Elective  
 15

**Junior Year****First Semester**

- 3 - MGT 3070 Human Resource Management<sup>1</sup> or  
3 - MGT 4000 Mgt. of Organizational Behavior<sup>1</sup>
- 3 - MGT 3180 Management of Information Systems<sup>1</sup>
- 3 - MGT 3900 Operations Management<sup>1</sup>
- 3 - MKT 3010 Principles of Marketing
- 3 - Support Area Requirement<sup>3</sup>
- 15

**Second Semester**

- 3 - LAW 3220 Legal Environment of Business
- 3 - MGT 3120 Decision Models for Management<sup>1</sup>
- 6 - Emphasis Area Requirement<sup>1, 3</sup>
- 3 - Support Area Requirement<sup>4</sup>
- 15

**Senior Year****First Semester**

- 3 - FIN 3060 Corporation Finance or  
3 - FIN 3110 Financial Management I
- 3 - Emphasis Area Requirement<sup>1, 3</sup>
- 6 - Support Area Requirement<sup>4</sup>
- 3 - Elective
- 15

**Second Semester**

- 3 - MGT 4150 Business Strategy<sup>1, 5</sup>
- 3 - MGT 4230 International Business Management<sup>1</sup>
- 3 - Emphasis Area Requirement<sup>1, 3</sup>
- 3 - Support Area Requirement<sup>4</sup>
- 3 - Elective
- 15

120 Total Semester Hours

<sup>1</sup>Grade of C or better in this course is required for graduation.

<sup>2</sup>See General Education Requirements. If this requirement is met through the completion of another General Education requirement, students will have three additional elective hours. Students must complete 120 total hours. *Note:* Cross-Cultural Awareness Requirement may be satisfied by some of these courses.

<sup>3</sup>Management majors must complete an emphasis area consisting of twelve hours beyond the coursework required by the management curriculum and the support area requirement. Students should choose ONE of the following ways to satisfy this requirement:

*Business Analytics*—MGT 3500, 3510, 4500, 4540.

*Entrepreneurship*—ELE 3010, MGT (ELE) 3150 plus two courses from ECON (ELE) 3210, ELE 4010, 4990, MGT 4400, 4970, MKT (ELE) 3140, MKT 4200, 4250, 4260, 4270, 4280, 4290, 4300, SOC (ELE, POSC, PSYC) 3560.

*Human Resource Management*—Any four of the following courses, including at least two management courses not already taken in the basic curriculum: MGT 3070, 4000, 4160, 4250, 4310, 4350, 4360, 4400, PSYC 3640, 3680, 4350, 4710.

*International Management*—Any four of the following courses: ECON 3100, FIN 4110, LAW 4200, MGT 4240, 4440, MKT 4270, POSC 3610, 3620, 3670, 4290, and any international business courses approved in advance and taken as part of a study abroad experience.

*Management Information Systems*—MGT 4110, 4520; and two courses from CPSC 4620, MGT 4300 (topic must be approved in advance by advisor), 4540, 4550, 4560.

*Operations Management*—MGT 4020; and two courses from MGT 4080, 4110, 4270; and one course from MGT 4040, 4120, 4440.

*Supply Chain Management*—MGT 4120, 4240; and two courses from MGT 3050, 3170, 4020, 4080, 4270, 4440, MKT 4260.

*General Management*—Any four 3000- or 4000-level management courses.

<sup>4</sup>Management majors must complete a support area consisting of fifteen hours beyond the coursework required by the management curriculum and the management emphasis area requirement. Students should choose ONE of the following two ways to satisfy this requirement:  
(1) Declare and complete a minor requiring AT LEAST 15 hours of additional coursework; or  
(2) Complete 15 hours of coursework selected from the approved list of management support courses.

<sup>5</sup>MGT 4150 must be taken at Clemson University.

*Note:* At least 50 percent of the total credits taken in ACCT, ECON, ELE, FIN, LAW, MGT, and MKT must be taken at Clemson University.