

Montgomery County Community College
MGT 114
Strategic Analytics for Leaders
3-3-0

COURSE DESCRIPTION:

This course introduces the concept of data analytics and its applicability to organizations. Students will learn how to apply critical thinking skills and analytics to enhance data driven decision making essential to today's leaders. Students will use the latest software to evaluate and apply data to enhance business performance. Students will learn how to organize and interpret data, conduct analysis, and develop visually appealing and informative reports. This course will enhance leadership performance for analytical problem solving and decision making in today's dynamic business environment.

PREREQUISITE(S):

None

CO-REQUISITE(S):

None

Upon successful completion of this course, the student will be able to:

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
1. Organize information in order to evaluate alternatives for informed decision making.	Reading Discussion Lecture Multimedia materials Small group assignments Lab activities	Project with Consistent Rubric Exam
2. Convert data into meaningful measures and metrics using integrated applications.	Reading Discussion Lecture Multimedia materials Small group assignments Lab activities	Project with Consistent Rubric Exam
3. Create reports and present data in a visually appealing format including tables, graphs, and dashboards.	Reading Discussion Lecture Multimedia materials Small group assignments Lab activities	Project with Consistent Rubric Exam

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
4. Analyze data to identify best solutions to enhance organizational performance.	Reading Discussion Lecture Multimedia materials Small group assignments Lab activities	Project with Consistent Rubric Exam Presentation

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria.*

SEQUENCE OF TOPICS:

1. Understanding the fundamentals
2. Conducting Business Analysis
3. Integrating Complex Functions into Business Analysis
4. Building an Application with Multiple Worksheets and Workbooks
5. Manipulating Data Sets for Decision Making
6. Building Financial and Statistical Models
7. Enabling Decisions with Data Visualization

LEARNING MATERIALS:

Kinser, A. S., Hammerle, P., Moriarity, B., Nightingale, J. P., O'Keefe, T. *Your Office: Microsoft Excel 2013, Comprehensive*. Prentice Hall. 2013.

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

COURSE APPROVAL:

Prepared by: Paul Johnson, Eileen Kearney, Theresa Sullivan Date: 11/2015
VPAA/Provost or designee Compliance Verification: Date: 1/2016



This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.