PROPOSAL SUMMARY AND ROUTING FORM

Proposal Title: Change title of STQM 490 Special Topics in STQM to STQM 490 Text and Web Analytics

Initiating Individual: Billie S. Anderson  Initiating Department or Unit: Marketing

Contact Person's Name: Elies Kouider  Email: elieskouider@ferris.edu  Phone: 231-591-3166

☐ Group I-A – New Degree, major, concentration, minor, or redirection of a current offering
☐ Group I-B – Deletion of a degree, major, concentration, or minor
☒ Group II-A – New Course, modification of a course, deletion of a course
☐ Group II-B – Minor Curriculum Clean-up
☐ Group III – Certificate (☐ College Credit  ☐ Non-credit  ☐ New Certificate)
☐ Group IV – Other site location (☐ College Credit  ☐ Non-credit)

<table>
<thead>
<tr>
<th>Program Representative **</th>
<th>PLEASE PRINT AND SIGN YOUR NAME</th>
<th>DATE</th>
<th>VOTE/ACTION * Number Count</th>
</tr>
</thead>
</table>
|                           | Billie Anderson                 | 9/2/15 | ☒ Support  
|                           |                                 |      |   _ Support with Concerns  |
|                           |                                 |      |   _ Not Support           |
|                           |                                 |      |   _ Abstain               |

<table>
<thead>
<tr>
<th>Department/School/Faculty Representative Vote **</th>
<th>Department/School Administrator</th>
<th>DATE</th>
<th>VOTE/ACTION * Number Count</th>
</tr>
</thead>
</table>
|                                                 | Jeff Ek                         | 9/2/15 | ☒ Support  
|                                                 |                                 |      |   _ Support with Concerns  |
|                                                 |                                 |      |   _ Not Support           |
|                                                 |                                 |      |   _ Abstain               |

<table>
<thead>
<tr>
<th>College Curriculum Committee/Faculty</th>
<th>UCC Representative</th>
<th>DATE</th>
<th>VOTE/ACTION * Number Count</th>
</tr>
</thead>
</table>
|                                     |                    | 9/2/15 | ☒ Support  
|                                     |                    |      |   _ Support with Concerns  |
|                                     |                    |      |   _ Not Support           |
|                                     |                    |      |   _ Abstain               |

<table>
<thead>
<tr>
<th>Dean</th>
<th>University Curriculum Committee **</th>
<th>DATE</th>
<th>VOTE/ACTION * Number Count</th>
</tr>
</thead>
</table>
|      |                                   | 9/2/2015 | ☒ Support  
|      |                                   |      |   _ Support with Concerns  |
|      |                                   |      |   _ Not Support           |
|      |                                   |      |   _ Abstain               |

<table>
<thead>
<tr>
<th>Senate **</th>
<th>Academic Affairs</th>
<th>DATE</th>
<th>VOTE/ACTION * Number Count</th>
</tr>
</thead>
</table>
|           |                  | 9/8/15 | ☒ Support  
|           |                  |      |   _ Hold                  |
|           |                  |      |   _ Not Support           |

* Support with Concerns or Not Support must include identification of specific concern with appropriate rationale.

** Number Count must be given for all members present and/or voting.

To be completed by Academic Affairs  Date of Implementation: __________________________

President (Date Approved)  Board of Trustees (Date Approved)  Academic Officers of MI (Date Approved)
1. Proposal Summary: (Summary is generally less than one page. Briefly state what is proposed with a summary of rationale and highlights) Change name of class from STQM 490 Special Studies in STQM to STQM 490 Text and Web Analytics.

2. Summary of Curricular Action (Check all that apply to this proposal)

- Degree  
- Major  
- Minor  
- Concentration  
- Certificate  
- Course

- New  
- Modification  
- Deletion

Name of Degree, Major, etc.: Click here to enter text.

3. Summary of All Course Action Required: Click here to enter text.

   A. Newly Created Courses to be Added to the Catalog

   Prefix    Number    Title
   Click here to enter text.  Click here to enter text.

   B. Courses to be Deleted from FSU Catalog

   Prefix    Number    Title
   Click here to enter text.  Click here to enter text.  Click here to enter text.

   C. Existing Courses to be Modified

   Prefix    Number    Title
   STQM 490  Special Topics in STQM

   D. Addition of existing FSU courses to program

   Prefix    Number    Title
   Click here to enter text.  Click here to enter text.  Click here to enter text.

   E. Removal of existing FSU courses from program

   Prefix    Number    Title
   Click here to enter text.  Click here to enter text.  Click here to enter text.

4. Summary of All Consultations

   Form Sent (B or C)    Date Sent    Responding Department    Date Received & By Whom
   Click here to enter text.  Click here to enter text.  Click here to enter text.  Click here to enter text

5. Will External Accreditation be sought? (For new programs or certificates only)

- Yes  
- No

If yes, name the organization involved with accreditation for this program. Click here to enter text.

6. Is a PCAF required?  □ Yes  ☒ No  Is the PCAF approved?  □ Yes  □ No  (If yes, supply link on Academic Affairs website where PCAF is posted.

7. Program Checksheets affected by this proposal (Check all that apply to this proposal)

- Add Course  
- Delete Course  
- Modify Course  
- Change Prerequisite  
- Move from required to elective  
- Move from elective to required  
- Change Outcomes and Assessment Plan  
- Change Credit hours
8. List all Checksheets affected by this proposal:

<table>
<thead>
<tr>
<th>College</th>
<th>Department</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Click here to enter text.</td>
<td>Click here to enter text.</td>
<td>Click here to enter text.</td>
</tr>
</tbody>
</table>
Complete all items below (New or Current).
Check all boxes where modifications are being made. Enter the modification to be made (Proposed).

Course Identification

☐ Prefix (current)    ☐ Number (current)   [x] LEC ___ LAB ___ SEM ___ (current)

STQM  490

[ ] Title (current)  
Text and Web Analytics

☐ Credit Hours (current)    ☐ Prerequisites (current)    Co-requisite (current)

3  (proposed)  (proposed)

[ ] Course Description (current): (125 words maximum)

Overview of text mining, from textual information to numerical vectors, using text for prediction, information retrieval and text mining, finding structure in a document collection, looking for information in documents, web structure mining, web content mining, web usage mining, case studies/projects

[ ] Course Outcomes and Assessment Plan (current)

Outcomes:
Upon completion of this course, students are expected to be able to:
- Describe basic concepts and methods in text mining, such as document representation, information extraction, text classification and clustering, and modeling;
- Use visualization tools to explore interesting patterns;
- Understand conceptually the mechanism of text mining algorithms for information extraction, text classification and clustering, opinion mining, and their applications in real-world problems;
- Use appropriate software for text analysis tasks, and evaluate the benefit and challenges of the selected solution.

Assessment Tools:
- Homework assignments, discussions board, exams, presentation, and projects

[ ] Course Outline including Time Allocation (current)
Express Time Allocation in one of the following formats for a 3 credit hour course; adjust accordingly:
- Weeks (15 weeks)
  - Hours (45 hours; assuming 3 contact hours per week)
  - Percentages (100 percent)
  
(proposed)

Text and Web Analytics: Course Outline

1. Overview of text mining (3 hours)
2. Data Preparation for Text Mining (6 hours)
3. Text mining features (6 hours)
4. Regular expressions (6 hours)
5. Document Classification and Document Clustering (9 hours)
6. Using text for prediction (9 hours)
7. Web structure, content, and usage mining (6 hours)
MODIFY A COURSE
Course Data Entry Form

I. ACTION TO BE TAKEN: MODIFY A COURSE

Desired Term Effective: 201601  Examples: 201301(Spring), 201305(Summer), 201309(Fall)
Note: The first four digits indicate year, the next two digits indicate month in which term begins.

II. COURSE TO BE MODIFIED:
   a. STQM
   b. 490
   c. Special Topics in STQM

LIST THE LETTER(S) OF ALL CHANGES FROM SECTION III BELOW. E, P
See Appendix E Instructions for Completing Forms.

III. MODIFICATIONS: Enter ONLY the modification(s) proposed.
   a. Course Prefix  STQM  b. Number  490  c. Contact hours  3  LECTure  LAB  Seminar
      [Enter hours per week in box. See formula for contact hours to credit hours in Appendix E.]

   d. ☐ Practicum  ☐ INDependent Study
      [Check (x) box as appropriate. See definitions in Appendix E.]

   e. Course Title: Text and Web Analytics  (Limit to 30 characters including punctuation and spaces.)

   f. College Code: BU g. Department Code: MKTG  h. Credit Hours: Check (x) type ☑ Variable  ☐ Fixed

   i. Enter number in box: Minimum Credit Hours  j. Maximum Credit Hours

   k. May Be Repeated for Added Credit: Check (x) ☑ Yes  ☐ No
      If yes, Max Times  or Max Credits Awarded

   l. Levels: Check (x) ☑ Undergraduate  ☐ Graduate  ☐ Professional

   m. Grade Method: Check (x) ☑ Normal Grading  ☐ Credit/No Credit (Pass/Fail)

   n. Does proposed new course replace an equivalent course? Check (x) ☑ Yes  ☐ No

   o. Equivalent course: Prefix  Number

   p. CATALOG DESCRIPTION – Limit to 125 words – PLEASE BE CONCISE.
      Overview of text mining, from textual information to numerical vectors, using text for prediction, information retrieval and text mining, finding structure in a document collection, looking for information in documents, web structure mining, web content mining, web usage mining, case studies/projects

   q. Term(s) Offered: 201601  r. Max Section Enrollment: 20  Section(s) Affected:

   s. Prerequisites or Restrictions: (If none, leave blank. Limit to 100 characters including punctuation and spaces.)

   t. Co-requisites: courses must be taken concurrently (if none, leave blank. Limit to 100 characters including punctuation and spaces.)

To be completed by Academic Affairs Office:  -  Standard & Measures Codd and General Education Code
☐ Basic Skill (BS)  ☐ General Education (GE)  ☐ Occupational Education (OC)  ☐ G.E. Codes

UCC Chair Signature/Date:  

-------------------- / /  Academic Affairs Approval Signature/Date:  

-------------------- / /  Office of the Registrar uses ONLY

Date Rec'd:  Date Completed: Entered: SCACRSE  SCADTL  SCARRES  SCAPREQ