

Warrington College of Business Administration
Heavener School of Business
Fisher School of Accounting
Hough Graduate School of Business

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GENERAL FACULTY MEETING
AGENDA | TUESDAY, APRIL 22, 2014 | 3:30 p.m. | HOUGH 140

1. The March 25, 2014 General Faculty Meeting Minutes is presented for approval by the faculty.
2. The Undergraduate Committee approved the following item and is presenting to the faculty for their approval.

The attached proposal suggests the adoption of five additional courses into the Real Estate minor electives options list. Since classes in the electives list are not always offered, are offered at alternating term schedules, or may conflict with students' course schedules, as well as offering a diverse array of electives for students in other disciplines to earn the minor, we felt these courses fit within the context of the Minor in Real Estate and for the aforementioned reasons, they should be adopted into the minor.

Proposed Requirement: Addition of 5 courses to possible electives list
URP 4740 Housing and Urban Development
DCP 3200 Methods of Inquiry for Sustainability in the Built Environment
DCP 3210 Sustainable Solutions for the Built Environment
GEO 3430 Population Geography
GEO 3611 Housing, People and Places

3. Other Business
4. Dean's Report

GRADUATE FACULTY MEETING (*Immediately following the General Faculty Meeting*)
AGENDA | TUESDAY, APRIL 22, 2014 | 3:30 P.M. | HOUGH 140

1. The March 25, 2014 Graduate Faculty Meeting Minutes is presented for approval by the faculty.
2. The MBA Committee and the Specialized Graduate Committee approved the following Course Change and is presenting to the faculty for their approval.

PREFIX: ISM 6423
COURSE TITLE: Data Analysis and Decision Support
EFFECTIVE TERM: Fall 2014
PREREQUISITES: FROM: NONE
TO: ISM 6405

3. Other Business
4. Dean's Report

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GENERAL FACULTY MEETING
MINUTES | TUESDAY, MARCH 25, 2014 | 4:00 p.m. | HOUGH 140

1. A motion was made to approve the February 25, 2014 General Faculty Meeting Minutes. The motion was seconded and the faculty voted to approve the minutes as presented.
2. A motion was made to approve the changes to the College Bylaws. The motion was seconded and the faculty voted to approve the Bylaws as presented.
3. A motion was made to approve the item "social entrepreneurship" as presented by the Undergraduate Committee. The motion was seconded and the faculty voted to approve the Social Entrepreneurship course as presented.

PREFIX: ENT
COURSE: XXX
COURSE TITLE: Social Entrepreneurship
EFFECTIVE TERM: Fall 2014
AMOUNT OF CREDIT: 2
PREREQUISITES: None

COURSE DESCRIPTION: Social entrepreneurship involves using the skills and strategies of business to innovatively and sustainably solve social, environmental, and economic problems. The ventures created by social entrepreneurs can be non-profits, for-profits, or innovative hybrid models. This course aims to educate, inspire, and empower students to become change makers.

4. Other Business - none
5. Dean's Report – none

A motion was made to adjourn the General Faculty meeting. The motion was seconded and the faculty meeting adjourned.

GRADUATE FACULTY MEETING (*Immediately following the General Faculty Meeting*)
MINUTES | TUESDAY, MARCH 25, 2014 | 4:00 P.M. | HOUGH 140

1. A motion was made to approve the February 25, 2014 General Faculty Meeting Minutes. The motion was seconded and the faculty voted to approve the minutes as presented.
2. Other Business - none
3. Dean's Report
 - AACSB approved our report for a 5 Year extension.
 - Heavener Hall is on track and the UG offices are on schedule to move in September.
 - Space assignment is being looked at college-wide. Meetings will be taking place to plan for moving. The plan is to move Centers to Bryan Hall, and Academic Departments to Stuzin Hall.
 - Accepting largest class yet in the 7th PDBP. Currently 8 in FIRE/ACT; 8 ENT/INTERNAL BUS; and 5 MKG/MGT
 - President has mentioned possible raises.
 - Economics Department is on schedule to move to CLAS in July.
 - Accepting 12 DBA applicants so far. Others in process for review with a target of 25 max.

October 25, 2013

The proposal detailed below suggests the adoption of five additional courses into the Real Estate minor electives options list. Since classes in the electives list are not always offered, are offered at alternating term schedules, or may conflict with students' course schedules, as well as offering a diverse array of electives for students in other disciplines to earn the minor, we felt these courses fit within the context of the Minor in Real Estate and for the aforementioned reasons, they should be adopted into the minor.

Current Requirement: Electives, take 6-7 from the following list:

BCN 1210 Construction Materials 3
BCN 1251C Construction Drawing 3
BCN 1582 International Sustainable Development 3
BCN 3012 History of Construction 3
BCN 4023 Creating Affordable Housing 3
BCN 4751C Project Planning and Feasibility 3
GEO 3602 Urban and Business Geography 3
GEO 4620 Business Geography Integrating Theory 3
GIS 3043 Foundations of Geographical Information Systems 4
REE course at the 3000/4000 level 2-4
URP 2931 Seminar in Urban and Regional Issues 3
URP 4000 Preview of Urban and Regional Planning 3
URP 4273 Survey of Planning Information Systems 3

Proposed Requirement: Addition of 5 courses to possible electives list

URP 4740 Housing and Urban Development
DCP 3200 Methods of Inquiry for Sustainability in the Built Environment
DCP 3210 Sustainable Solutions for the Built Environment
GEO 3430 Population Geography
GEO 3611 Housing, People and Places

Catalog: Proposed Adjustments to the Minor in Real Estate

Electives: take 6-7 credits

BCN 1210 Construction Materials	3
BCN 1251C Construction Drawing	3
BCN 1582 International Sustainable Development	3
BCN 3012 History of Construction	3
BCN 4023 Creating Affordable Housing	3
BCN 4751C Project Planning and Feasibility	3
GEO 3602 Urban and Business Geography	3
GEO 4620 Business Geography Integrating Theory	3
GIS 3043 Foundations of Geographical Information Systems	4
REE course at the 3000/4000 level	2-4
URP 2931 Seminar in Urban and Regional Issues	3
URP 4000 Preview of Urban and Regional Planning	3
URP 4273 Survey of Planning Information Systems	3

(Proposed) Electives: take 6-7 credits

BCN 1210 Construction Materials	3
BCN 1251C Construction Drawing	3
BCN 1582 International Sustainable Development	3
BCN 3012 History of Construction	3
BCN 4023 Creating Affordable Housing	3
BCN 4751C Project Planning and Feasibility	3
DCP 3200 Methods of Inquiry for Sustainability in the Built Environment	3
DCP 3210 Sustainable Solutions for the Built Environment	3
GEO 3430 Population Geography	3
GEO 3602 Urban and Business Geography	3
GEO 3611 Housing, People, and Places	3
GEO 4620 Business Geography Integrating Theory	3
GIS 3043 Foundations of Geographical Information Systems	4
REE course at the 3000/4000 level	2-4
URP 2931 Seminar in Urban and Regional Issues	3
URP 4000 Preview of Urban and Regional Planning	3
URP 4273 Survey of Planning Information Systems	3
URP 4740 Housing and Urban Development	3

From: Byrnes, Erica L
Sent: Tuesday, March 18, 2014 12:34 PM
To: Himes, Deborah L
Cc: Mathis, Renee C; Rush, Mark; David C. Ling
Subject: FW: Proposed Changes to Real Estate Minor

Follow Up Flag: Review
Flag Status: Flagged

Debbie,

See below for approval from Dr. Carr, Associate Dean, DCP, for all of the proposed additions to the REA minor.

Best,
E

Erica L. Byrnes
Director of Academic Advising & Career Coaching
HEAVENER SCHOOL OF BUSINESS
Warrington College of Business Administration, University of Florida
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From: Carr, Margaret H
Sent: Wednesday, October 23, 2013 11:30 AM
To: Byrnes, Erica L
Cc: Ries, Robert; Larsen, Kristin Esther
Subject: RE: Proposed Changes to Real Estate Minor

Erica:

I've heard back from Director Larsen of the School of Landscape Architecture and Planning and Director Ries of the M.E. Rinker, Sr. School of Building Construction. Both are comfortable with the additional courses that are proposed for the Real Estate minor from their areas. As the Interim Director of the Sustainability and the Built Environment Program, I also am comfortable with the addition of DCP 3200 Methods of Inquiry for Sustainability in the Built Environment and DCP 3210 Sustainable Solutions for the Built Environment.

At the moment we have room in all of these courses for additional students. Should that change in the future we might need to place a departmental control on the courses to ensure our majors are served first, but I do not anticipate that happening.

Best,

Peggy Carr
Professor and Associate Dean
College of Design, Construction and Planning
PO Box 115701
331 Architecture
University of Florida
Gainesville, Florida 32611-5701
352-392-4836x308
mcarr@ufl.edu

From: Byrnes, Erica L
Sent: Monday, October 21, 2013 6:15 PM
To: Carr, Margaret H
Subject: Proposed Changes to Real Estate Minor

Peggy,

I hope you are doing well. I am filling in for Brian on some faculty and curriculum issues while he is deployed.

Kent Malone, one of our Real Estate faculty members, has initiated a proposed change to our Minor in Real Estate that involves some of your courses. Would you mind reviewing the brief proposal and sharing your thoughts about it? Specifically, I'm interested in whether you would be comfortable having students pursuing the minor in Real Estate enroll in the DCP courses on the proposed list.

Appreciatively,
E

Erica L. Byrnes
Director of Academic Advising & Career Coaching
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Department Name and Number _____	
Current SCNS Course Identification	
Prefix ___ ___ ___ Level ___ Course Number ___ ___ ___ Lab Code ___	Course Title _____
Effective Term and Year _____	Terminate Current Course <input type="checkbox"/> Other Changes (specify below) <input type="checkbox"/>

Change Course Identification to:	
Prefix ___ ___ ___ Level ___ Course Number ___ ___ ___ Lab Code ___	Full Course Title _____
Transcript Title (please limit to 21 characters) _____	

Credit Hours: From ___ To ___	Contact Hours: <input type="checkbox"/> Base or <input type="checkbox"/> Headcount From ___ To ___
Rotating Topic: From <input type="checkbox"/> yes <input type="checkbox"/> no To <input type="checkbox"/> yes <input type="checkbox"/> no	S/U Only: From <input type="checkbox"/> yes <input type="checkbox"/> no To <input type="checkbox"/> yes <input type="checkbox"/> no
Variable Credit: From <input type="checkbox"/> yes <input type="checkbox"/> no To <input type="checkbox"/> yes <input type="checkbox"/> no If yes, ___ minimum and ___ maximum credits/semester	Repeatable Credit: From <input type="checkbox"/> yes <input type="checkbox"/> no To <input type="checkbox"/> yes <input type="checkbox"/> no If yes, _____ total repeatable credit allowed

Prerequisites	Co-requisites
From To	From To

Course Description (50 words or less; if requesting a change, please attach a syllabus)	
From	To

Rationale /Place in Curriculum/Impact on Program
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Department Contact	Name	Phone	Email
College Contact	Name	Phone	Email

ISM6423: Data Analysis for Decision Support

Instructor: TBD
Office 351 Stuzin Hall
Phone: (352) 392-9600

Course Overview & Objectives

Most organizations are data rich and information poor. For instance, by 2012 Facebook is adding 500 TB of new data daily. The rate at which data has been accumulating has only drastically increased with newer sources like social networks and RFID. These large volumes of data potentially could reveal useful information about the target of interest, such as customers and products. The primary objective of this course is to introduce you to various techniques available to extract useful business intelligence (BI) from the large volumes of data an organization might possess. At the end of the course, you will not only appreciate the substantial opportunities that exist in the BI realm, but also learn techniques that will allow you to exploit these opportunities. The course will cover general concepts in the BI field, along with popular BI techniques including association rules, clustering and classification. The focus will be on how the techniques are to be used, and the details of the methodologies will be covered only to the extent necessary to understand when and how each technique can be used. Students will also gain experience with some leading BI software over the course of the semester.

Pre-requisite: ISM 6405 – Business Intelligence

Optional Books

- 1) *Data Mining for Business Intelligence: Concepts, techniques, and applications in Microsoft Office Excel with XLMiner, 2e*, by Galit Shmueli, Nitin Patel and Peter Bruce. Wiley, ISBN-10: 0470526823, ISBN-13: 978-0470526828
- 2) *Data Mining Techniques: For Marketing, Sales, and Customer Relationship Management, 3e*, by Gordon Linoff and Michael Berry. Wiley, ISBN-10: 0470650931, ISBN-13: 978-0470650936
- 3) *Getting Started with Business Analytics: Insightful Decision-Making*, by David Roi Hardoon and Galit Shmueli. CRC Press, ISBN-10: 1439896534, ISBN-13: 978-1439896532
- 4) *Applied Analytics Using SAS Enterprise Miner (Course Notes)*, by Peter Christie, Jim George, Jeff Thompson and Chip Wells. SAS e-book. To be distributed in eLearning.

Additional Reading Lecture notes and additional learning material will be posted in eLearning as the semester proceeds.

Required Software SAS 9.3 (Wait until first class on how to acquire it.)

Laptop Computer This course is heavily hands-on with many in-class exercises. *Students are required to purchase and install SAS on their laptops promptly after first class, and to bring laptops to each class thereafter (except for exam days).*

Course Administration:

Students are expected to come and prepare for every class by reading the weekly lecture assignments that will be posted in the e-learning system. Class lectures will discuss extensively on the key concepts and ideas of each topic with additional insight. Most importantly, class lectures will clarify students' questions and initiate the lively discussion. The course involves lectures, lab sessions, guest speaker presentations, homework assignments, quizzes, midterm exam, final exam, and a group term project.

An active education environment will be created to motivate you to understand and apply the information technologies for BI implementation. Therefore, attendance and class participation are critical. If your personal schedule entails missing some class sessions (more than 2 weeks), please drop this course. Absence for a class does not relieve you of your responsibility for the subject matter, assignments when they are due, and other course-related issues discussed during that class period. **Students must attend all classes and actively provide thoughtful and relevant comments to class discussions.**

Tentative Schedule

Week	Topics
1	Course Introduction, Association Rules, Intro to SAS Enterprise Miner
2	Clustering, Hierarchical Clustering, Clustering in Enterprise Miner
3	Classification I: Fundamentals & Decision Trees; Decision Trees in Enterprise Miner
4	Classification II: Neural Networks
5	Midterm Classification III: Logistic Regression, Review of Classification in Enterprise Miner
6	Evaluating Classifiers, Recommendation Systems and Collaborative Filtering
7	Text Mining; Text Mining in Enterprise Miner
8	Final Exam (See Warrington College Final Exam Schedule)

Term Project:

There is a group term project and each group can have 4-5 students. Each team can work on a BI application project. The detailed instructions of the term project, the project report and its class presentation will be distributed as a separate handout in class. Peer evaluation will be administered to assess each team member's contribution to the project.

Course Grade:

Your final course grade will be determined by:

1. Midterm Exam 25%
2. Final Exam 25%
3. Homework Assignments 30%

5. Term Project	15%
6. Class Participation	<u>5%</u>
Total	100%

Grading Policy:

Overall letter grades will be assigned on curve to ensure that the grades distribution is not influenced by the level of the difficulty of exams. Furthermore, the grade distribution will adhere to the ISOM Department policy on overall class GPA. The letter grade you receive will be determined by your ranking among all students in your class. Typical percentages of letter grades in the past are as follows.

A: 20%, A-: 20%, B+: 40%, B: 18%, C's or D's: 2%

Accommodations for Students with Disabilities

Student requesting classroom accommodations for their disability, including changes to the testing environment, must first register with the Dean of Students Office. The Dean of Students Office will provide documentation/forms to the student, who must provide documentation to the faculty member. Please note that the Dean of Students Office requires 7-10 days lead time to process the request.

UF's Honesty Policy

As a UF student, each member of the class agrees to the following statement: "I understand that the University of Florida expects its students to be honest in all their academic work. I agree to adhere to this commitment to academic honesty and understand that my failure to comply with this commitment may result in disciplinary action up to and including expulsion from the University." Suspected violations will be reported to Student Conduct.

Honor Code

For any academic class activity, students must follow the University of Florida Student Honor Code. Any violation of the honor code will automatically result in a grade of E (Fail) for this course and further sanctions that may include a suspension or expulsion from the University through the Dean of Students Office. All incidents will be reported to Student Conduct and Conflict Resolution at the University of Florida.

Course Resources:

This course doesn't have a required text book. A course pack has been developed for you to purchase on-line. Lecture notes and reading material will be available from Blackboard. I would like to provide a list of BI education resources:

1. The Data Warehousing Institute (TDWI): www.dw-institute.com/
2. IBM Academic Initiates: www.ibm.com/developerworks/university/academicinitiative/
3. Gartner Research: www.uc.edu/ucit/gartner/
4. KDnuggets: www.kdnuggets.com/
5. Microsoft Dynamics Academic Alliance: www.microsoft.com/dynamicsaa
6. ORACLE Academy: <https://oai.oracle.com/oaiapps/index1.html>
7. SAP University Alliances: www.sdn.sap.com/irj/uac/index
8. SAS Global Academic Program: www.sas.com/academic
9. Teradata Student Network: www.teradatastudentnetwork.com/ (The password is **Big Data**.)
10. Walton College of Business at University of Arkansas: enterprise.waltoncollege.uark.edu/