FLORIDA STATE COLLEGE AT JACKSONVILLE

COLLEGE CREDIT COURSE OUTLINE

COURSE NUMBER: IDC 4252C

COURSE TITLE: Data Analytics for FinTech

PREREQUISITE(S): FIN 3450 and IDC 3021C

COREQUISITE(S): None

CONDITION(S): None

CREDIT HOURS: 3

CONTACT HOURS/WEEK: 4

CONTACT HOUR BREAKDOWN:

Lecture/Discussion:

Laboratory:

Other: Lecture/Lab Combined 4

FACULTY WORKLOAD POINTS: 4

STANDARDIZED CLASS SIZE 24

ALLOCATION:

CATALOG COURSE DESCRIPTION:

This course introduces software tools and techniques used to analyze data for financial decision making. Hands-on projects with an analytics software suite are emphasized.

SUGGESTED TEXT(S): Delwiche, Lora. "The Little SAS Book".   
 SAS Institute; 6th edition (October 11, 2019)  
 ISBN 9781642952834

Free digital version available on OReilly.com

Gulati, Harish. "SAS for Finance". Packt Publishing, 2018.

ISBN 9781788624565.

Free digital version available on OReilly.com

IMPLEMENTATION DATE: Fall Term 2022 (2228) – Proposal 2021-23

REVIEW OR MODIFICATION DATE:

COURSE TOPICS CONTACT HOURS

PER TOPIC

1. Introduction to Financial Analytics 2
2. Financial Analytics Tools 26
3. Time Series 8
4. Forecasting with Time Series 4
5. Credit Risk Management 4
6. Budget and Demand Forecasting 4
7. Inflation Forecasting 4
8. Managing Customer Loyalty/Survival Modeling 4
9. Market Basket Analysis 4

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| **Florida State College at Jacksonville** | **Course Learning Outcomes and Assessment** |

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| **SECTION 1** | | | | | | | | | | | | | | | | | | | | | | | |
| Course Prefix and Number: | | | | | IDC 4252C | | | | | | | | | | Semester Credit Hours (Credit): | | | | | | | | 3 |
| Contact Hours (Workforce): | | | | | | | |  |
| Course Title: | | | | | Data Analytics for FinTech | | | | | | | | | | | | | | | | | | |
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| **SECTION 2a *(To be completed for General Education courses only.)*** | | | | | | | | | | | | | | | | | | | | | | | |
| ***TYPE OF COURSE (Place an “X” in the box next to those that are applicable.)*** | | | | | | | | | | | | | | | | | | | | | | | |
|  | General Education Core (If selected, core discipline area will be identified in Section 4.) | | | | | | | | | | | | | | | | | | | | | | |
|  | General Education (If selected, you must also complete Section 4, Section 5, and Section 8) | | | | | | | | | | | | | | | | | | | | | | |
| **SECTION 2b** | | | | | | | | | | | | | | | | | | | | | | | |
| ***TYPE OF COURSE (Place an “X” in the box next to those that are applicable.)*** | | | | | | | | | | | | | | | | | | | | | | | |
|  | A.A. Elective | | | | | | |  | | A.S. Required Course | | | | | | | | |  | A.S. Professional Elective | | | |
|  | A.A.S. Required Course | | | | | | |  | | A.A.S. Professional Elective | | | | | | | | |  | Technical Certificate | | | |
|  | PSAV/Clock Hour/Workforce | | | | | | |  | | Development Education | | | | | | | | |  | Apprenticeship | | | |
| X | Upper Division/Bachelors | | | | | | | X | | Other: | | Advanced Technical Certificate | | | | | | | | | | | |
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| **SECTION 3** | | | | | | | | | | | | | | | | | | | | | | | |
| ***INTELLECTUAL COMPETENCIES (Place an “X” in the box next to those that are applicable.)*** | | | | | | | | | | | | | | | | | | | | | | | |
|  | | Reading |  | Speaking | | |  | | Critical Analysis | | | | |  | | | Qualitative Skills | | | |  | Scientific Method of Inquiry | |
|  | | Writing |  | Listening | | |  | | Information Literacy | | | | |  | | | Ethical Judgement | | | |  | Working Collaboratively | |
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| **SECTION 4 *(To be completed for General Education courses only.)*** | | | | | | | | | | | | | | | | | | | | | | | |
| ***GENERAL EDUCATION DISCIPLINE AREA (Place an “X” in the box next to those that are applicable.)*** | | | | | | | | | | | | | | | | | | | | | | | |
|  | Communications | | | | |  | | | | Humanities | | |  | | | Mathematics | | | | | | | |
|  | Social and Behavioral Sciences | | | | | | | | | | | |  | | | Natural Sciences | | | | | | | |
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| **SECTION 5 *(To be completed for General Education courses only.)*** | | | | | | | | | | | | | | | | | | | | | | | |
| ***GENERAL EDUCATION LEARNING OUTCOME AREA (Place an “X” in the box next to those that are applicable.)*** | | | | | | | | | | | | | | | | | | | | | | | |
|  | Communication | | | | |  | | | | Critical Thinking | | |  | | | Information Literacy | | | | | | | |
|  | Scientific and Quantitative Reasoning | | | | | | | | | | | |  | | | Global Sociocultural Responsibility | | | | | | | |
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| **SECTION 6** | | | | | | | | | | | | | | | | | | | | | | | |
| ***LEARNING OUTCOMES*** | | | | | | | | | | | ***TYPE OF OUTCOME***  ***(General Education, Course or Program)*** | | | | | | | ***METHOD OF ASSESSMENT*** | | | | | |
| Demonstrate proficiency in collecting, cleaning, transforming, and using statistical techniques and tools to analyze financial data | | | | | | | | | | | Course/Program | | | | | | | Exams and/or Projects | | | | | |
| Use financial software tools to analyze data and produce reports | | | | | | | | | | | Course/Program | | | | | | | Exams and/or Projects | | | | | |

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| **SECTION 7** | | | |
| Faculty name(s): | Pamela Brauda | Date: | 8/5/21 |