

GRADUATE COUNCIL

PROPOSAL FOR CHANGE IN EXISTING COURSE/PROGRAM

ORIGINATING UNIT: *Neeley*

TYPE OF ACTION:

Change in existing course
 Change in existing program

TYPE OF CHANGE REQUESTED:

Number Title
 Description Prerequisite(s)
 Drop course/program Program Requirements
 Other (specify) _____

Semester and Year Change(s) take effect: Fall2021

Appropriate Computer Abbreviation (30 spaces or less): MS Business Analytics

DESCRIPTION OF CHANGE – **highlight**, **bold**, *italics*, or otherwise identify parts that are changed in proposed copy (omit if dropping a course or program):

Add two new core courses; change the credit hours of one existing core course; adjust elective hours accordingly.

Present catalog copy:

Required Courses MS in Business Analytics (13.5 credit hours):

Course#	Course Name	CH	Semester
Prereq	Excel Certification		Summer
Prereq	Foundation for statistics		Summer
	(Online course+4 hr workshop)		
ACCT 60970	Accounting Fundamentals	1.5	Summer
MARK 60011	Marketing Fundamentals	1.0	Summer
FINA 60011	Finance Fundamentals	1.0	Summer
INSC 60011	Supply Chain Fundamentals	1.0	Summer
BUSI 60070	Simulation	1.5	Summer

INSC 60050	Business Analytics	1.5	Summer
INSC 60010	Statistical models	1.5	Fall
INSC 60070	Data Visualization	1.5	Fall
BUSI 70970	Capstone Project	3.0	Spring

Electives MS in Business Analytics (Select 16.5 CH)

Course#	Course Name	CH	Semester
ACCT 70970	Accounting Analytics	1.5	Fall
ACCT 70970	Business Processes and Risk	1.5	Fall
BUSI 70200	Business Intelligence and Analytics	1.5	Fall
FINA 70523	Financial Modeling	3.0	Fall
INSC 71100	ERP Simulation	1.5	Fall
MARK 70770	Marketing Research	1.5	Fall
INSC 71110	Predictive Analytics with SAP	1.5	Winter Int
INSC 71130	Data Analytics Simulation	1.5	Winter Int
MARK 70110	Marketing Analytics	1.5	Spring
MARK 70210	Analytics for Innovation	1.5	Spring
MARK 70200	Customer Relationship Marketing	1.5	Spring
MARK 70390	Digital Marketing Analytics	1.5	Spring
MANA 70970	People Analytics	1.5	Spring

Proposed catalog copy:

Required Courses MS in Business Analytics (15.0 credit hours):

Course#	Course Name	CH	Semester
Prereq	Excel Certification		Summer
Prereq	Foundation for statistics		Summer
	(Online course+4 hr workshop)		
ACCT 60970	Accounting Fundamentals	1.0	Summer
MARK 60011	Marketing Fundamentals	1.0	Summer
FINA 60011	Finance Fundamentals	1.0	Summer
INSC 60011	Supply Chain Fundamentals	1.0	Summer
	Data Privacy and Ethics	1.0	Summer
	Tech Boot Camp	1.0	Summer
BUSI 60070	Simulation	1.5	Summer
INSC 60050	Business Analytics	1.5	Summer
INSC 60010	Statistical models	1.5	Fall
INSC 60070	Data Visualization	1.5	Fall
BUSI 70970	Capstone Project	3.0	Spring

Proposed Electives MS in Business Analytics (Select 15.0 CH)

Course#	Course Name	CH	Semester
ACCT 70970	Accounting Analytics	1.5	Fall
ACCT 70970	Business Processes and Risk	1.5	Fall
BUSI 70200	Business Intelligence and Analytics	1.5	Fall
FINA 70523	Financial Modeling	3.0	Fall
INSC 71100	ERP Simulation	1.5	Fall
MARK 70770	Marketing Research	1.5	Fall
INSC 71110	Predictive Analytics with SAP	1.5	Winter Int
INSC 71130	Data Analytics Simulation	1.5	Winter Int
MARK 70110	Marketing Analytics	1.5	Spring
MARK 70210	Analytics for Innovation	1.5	Spring
MARK 70200	Customer Relationship Marketing	1.5	Spring
MARK 70390	Digital Marketing Analytics	1.5	Spring
MANA 70970	People Analytics	1.5	Spring

Supporting EVIDENCE OR JUSTIFICATION:

After the first year launch, feedback from the faculty, students, and external partners leads us to introduce the Data Privacy and Ethics and the Tech Boot Camp courses as important foundations. We simultaneously adjust the Accounting Fundamentals course from 1.5 to 1.0 credit hours for consistency with the other Fundamentals courses, and reduced the corresponding number of elective credit hours needed.

Explain how the change(s) will affect the current outcomes and assessment mechanisms?

No change

ADDITIONAL RESOURCES REQUIRED:

Faculty: Teach two additional 1.0 summer courses; appropriate faculty have been identified.

Space: None

Equipment: None

Library: None

Other: None

CHANGE IN TEACHING LOAD:

Does this change affect any other units of the University? _____ Yes No

If yes, submit supporting statement signed by chair of affected unit.

If cross-listed, provide evidence of approval by all curriculum committees appropriate to both the originating and the cross-listed units.

Chair of Originating Unit:

Signature: _____



Name: David Allen

Unit: Neeley

Revised 3/2012