

BS IN BUSINESS ADMINISTRATION (BUSINESS ANALYTICS)

In Workflow

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Approval Path

1. Fri, 24 Aug 2018 17:05:26 GMT
Marty Wilson (mcwilson): Rollback to Initiator
2. Thu, 14 Feb 2019 17:04:05 GMT
Marty Wilson (mcwilson): Rollback to Initiator
3. Wed, 04 Sep 2019 17:40:34 GMT
Marty Wilson (mcwilson): Approved for CBA College Committee Chair
4. Wed, 04 Sep 2019 17:41:21 GMT
Marty Wilson (mcwilson): Approved for CBA Dean

New Program Proposal

Date Submitted: Wed, 13 Mar 2019 23:00:09 GMT

Viewing: BS in Business Administration (Business Analytics)

Last edit: Wed, 10 Apr 2019 21:11:46 GMT

Changes proposed by: Min Li (101017159)

Academic Group: (College)

Business Administration

Academic Organization: (Department)

Business Administration

Catalog Year Effective:

2019-2020 Catalog

NOTE: This degree major program will be subject to program review evaluation within six years after implementation.

Individual(s) primarily responsible for drafting the proposed degree major program:

Name (First Last)	Email	Phone 999-999-9999
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Type of Program Proposal:

Concentration

Is this a pilot program?

No

Is this a Fast Track program?

No

Title of the Program:

BS in Business Administration (Business Analytics)

Designation: (degree terminology)

Bachelor of Science

Abstract of the proposal:

This proposal describes the justification, requirements, and curriculum of a new business analytics concentration for undergraduate business students.

Briefly describe the program proposal (new or change) and provide a justification:

Business analytics can be viewed as the process of developing actionable business decisions or recommendations based on insights generated from data. It represents the combination of computer technology, statistics, applied mathematics, and machine learning techniques to solve business problems. The potential of analytics became evident in the first decade of the 21st century when firms like Google, eBay, LinkedIn, Twitter, and Facebook built multibillion dollar businesses around big data collected from users and customers. Analytics related professions represent a strong and growing part of both the national and regional economy. Three of the top five best jobs in America by Glassdoor are data analytics related: Data Scientist, Data Engineer, Analytics Manager. The Sacramento region is relatively under-served by analytics related educational opportunities, especially for undergraduate students. This program will provide our students with applied educational experience that is vital to the economic growth of our region.

Objectives of the degree program:

1. Competence in the disciplines: Competence based on fundamental business knowledge.

PLO 1.1: Demonstrate a fundamental understanding of data and analytics methods in business for competitive advantage

2. Integrative learning: Business competence integrated with other business knowledge areas and ethical responsibility.

PLO 2.1: Integrate data and analytics methods into accounting, finance, marketing, management, human resources, and other key functions in business for analysis and decision making.

3. Intellectual and practical skills: Ability to translate knowledge of business and management into practice.

PLO 4.1: Demonstrate the ability to apply data and analytics methods to make effective business decisions.

4. Effective Business Communication: Business communication utilizing contemporary and classic communication techniques and methods.

PLO 4.1: Demonstrate an ability to translate data and analytics into clear and actionable business decisions and insights.

PLO 4.2 Communicate analytics findings to business decision makers in a variety of formats appropriate to the audience.

University Learning Goals

Undergraduate Learning Goals:

Competence in the disciplines

Integrative learning

Intellectual and practical skills

Will this program be required as part of a teaching credential program, a single subject, or multiple subject waiver program (e.g., Liberal Studies, Biology) or other school personnel preparation program (e.g., School of Nursing)?

No

Please attach the Smart Planner roadmap:

2018_CBA_BusinessAnalytics_BS.pdf

2018_CBA_BusinessAnalytics_BS_ExpressedInterest.pdf

Catalog Description:

Program Description

The Business Analytics concentration prepares students to connect data and models to substantive business problems so better business decisions can be made. The program focuses on using quantitative approaches to help improve decision making and performance in business. To better understand business situations, students focus on collecting and analyzing data, drawing on computer technology, statistics, applied mathematics, and machine learning techniques. The program covers database, data visualization tools and techniques, statistical modeling, data mining, optimization, simulation, and their applications in business disciplines such as accounting, finance, human resources, insurance, management, and marketing.

Admission Requirements: Course prerequisites and other criteria for admission of students to the degree major program, and for their continuation in it.

Pre-Requisite Requirements

A student **may not enroll** in any of the Major program or Concentration courses until he/she has completed the Pre-Requisite lower division program with a grade of "C-" or better in each course and an overall GPA of 2.0 ("C"), with the exception of MATH 24 which requires a minimum acceptable grade of "C" or better.

Students enrolled as Expressed Interest in Business may enroll in the following courses after completing the lower division pre-requisite requirements:

Computer Literacy

All business majors must meet spreadsheet competency **prior** to taking 100-level business courses. This requires completing MIS 10, Spreadsheet Skills (or equivalent).

Minimum Grade Requirements

The purpose of this requirement is to assure that all business administration students attain the minimum level of competency in all their coursework required for the business administration degree.

The minimum acceptable grade for any undergraduate course required for the business administration degree is "C-" with the exception of MATH 24 which requires a minimum acceptable grade of "C" or better.

A minimum grade point average of 2.0 ("C") is required in the Pre-Requisite courses, Major Core courses, and the Concentration courses presented for the degree.

Program Requirements: (If new courses are being created as part of a new program, it will be useful to propose courses first.)

Program Requirements

Required Lower Division (Pre-Requisites) Courses (21 Units)

ACCY 1 Accounting Fundamentals 3

ACCY 2 Managerial Accounting 3

ECON 1A Introduction to Macroeconomic Analysis 3

ECON 1B Introduction to Microeconomic Analysis 3

MATH 24 Modern Business Mathematics 3

MGMT 10 Introduction to Business Law 3

STAT 1 Introduction to Statistics 3

Total Units 21

When enrolled in the last of the pre-requisite courses, students must file the supplemental business application to officially apply to Business Administration as their major. Visit www.csus.edu/cba/ubac/iimpaction.html for more information.

Students who do not complete the required prerequisites as presented in the following Business Major program are subject to being administratively dropped from courses in which they are inappropriately enrolled.

Required Upper Division (Major) Core Courses (24 Units)

DS 101 Data Analysis for Managers 3

FIN 101 Business Finance 3

GM 105 Strategic Management 3

HROB 101 The Management of Contemporary Organizations 3

MGMT 102 Business Communications 3

MIS 101 Computer Information Systems for Management 3

MKTG 101 Principles Of Marketing 3

OPM 101 Operations Management 3

Total Units 24

Business Analytics Concentration (21 units)

REQUIRED COURSES (9 units)

MIS 183 Business Intelligence Applications 3

DS 110 Data Mining for Business Analytics 3

DS 115 Management Science Techniques 3

ELECTIVES (12 units)

Select four of the following:

FIN 136 Modern Portfolio Management 3

MIS 15 Introduction to Business Programming 3

MIS 150 Database Systems for Business 3
MIS 163 Business Process Engineering and ERP Configuration 3
MKTG 115 Marketing Analytics 3
MKTG 121 Marketing Research and Information 3
MKTG 130 Digital Marketing 3
MKTG 188 Supply Chain Modeling and Analysis 3
Total Units 21

Attach the results of a formal survey in the geographical area to be served indicating demand for individuals who have earned the proposed degree and evidence of serious student interest in majoring in the proposed program:

Survey_BAconcentration.docx

For graduate programs, the number of declared undergraduate major and the degree production over the preceding years of the corresponding baccalaureate program:

N/A

Professional uses of the proposed degree major program:

N/A

The expected number of majors in:

1st Year Enrollment:

50

3rd Year Enrollment:

100

5th Year Enrollment:

150

1st Year Graduates:

0

3rd Year Graduates:

100

5th Year Graduates:

150

Please attach any additional files not requested above:

Curriculum Map.docx

Reviewer Comments:

Marty Wilson (mcwilson) (Fri, 24 Aug 2018 17:05:26 GMT):Rollback: to attach Roadmap

Marty Wilson (mcwilson) (Thu, 14 Feb 2019 17:04:05 GMT):Rollback: Requested by Proposer

Key: 394