

# MASTER OF SCIENCE IN BUSINESS ANALYTICS



**SACRAMENTO STATE**  
Redefine the Possible

## In Workflow

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## Approval Path

1. Wed, 08 Apr 2020 21:05:50 GMT  
Jai Joon Lee (jlee): Approved for CBA College Committee Chair
2. Wed, 08 Apr 2020 23:55:20 GMT  
Jaydeep Balakrishnan (jaydeep.balakrishnan): Approved for CBA Dean

## New Program Proposal

Date Submitted: Wed, 25 Mar 2020 22:32:40 GMT

**Viewing: Master of Science in Business Analytics**

**Last edit: Wed, 25 Mar 2020 22:32:39 GMT**

Changes proposed by: Min Li (101017159)

**Academic Group: (College)**

Business Administration

**Academic Organization: (Department)**

Business Administration

**Catalog Year Effective:**

2020-2021 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
Min Li	Min.Li@csus.edu	916-278-7132

**Type of Program Proposal:**

Major

**Is this a pilot program?**

No

**Is this a Fast Track program?**

No

**Does this major plan to include any formal options, concentrations, or special emphases?**

No

**Title of the Program:**

Master of Science in Business Analytics

**Designation: (degree terminology)**

Master of Science

**Abstract of the proposal:**

This proposal describes the justification, requirements, and curriculum of a new Master of Science in Business Analytics.

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

The Business Analytics faculty in the College of Business Administration formally proposes this new self-support Master of Science in Business Analytics (MSBA) program announced by the University on April 3, 2018 (see attached email announcement). This program was approved for Academic Plan by CSU Chancellor's Office in April 2018 and projected to be implemented within two years.

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. This year we are launching an undergraduate concentration in Business Analytics for our stateside students. Due to the technical nature of business analytics, most analytics programs are at the Master level. This program will provide our undergraduate business analytics students as well as experienced business professionals in the Sacramento region with in-depth knowledge and skills in business analytics, vital to the economic growth of our region.

**Objectives of the degree program:**

MSBA Program-Level Learning Goals:

1. Disciplinary Knowledge:(IGLG1)

Our graduates will master, integrate, and apply knowledge and skills of business analytics to current and practical contexts and situations.

PLO 1.1: Demonstrate knowledge of business analytics methods in statistics, data mining, machine learning, and management science.

PLO 1.2: Demonstrate skills in business analytics software, tools, and technologies.

2. Communication: (IGLG2)

Our graduates will communicate key knowledge of business analytics with clarity and purpose, within the field and broader business contexts.

PLO 2.1: Demonstrate an ability to translate data and analytics into clear and actionable business decisions and insights.

PLO 2.2: Communicate analytics findings to business decision makers in a variety of formats appropriate to the audience.

3. Critical Thinking/Analysis: (IGLG3)

Our graduates will demonstrate the ability to think creatively, analytically, and critically when confronted with business problems.

PLO 3.1: Apply analytics to appropriate data to make holistic judgments when analyzing business situation.

PLO 3.2: Demonstrate knowledge and understanding of the underlying assumptions and limitations of business analytics methods and models.

4. Professionalism (IGLG4)

Our graduates demonstrate an understanding of professional integrity and the ethical and legal implications of the use of business analytics.

PLO 4.1: Describe the major ethical and legal issues of business analytics implementation.

**University Learning Goals**

**Graduate (Masters) Learning Goals:**

Critical thinking/analysis  
Communication  
Disciplinary knowledge

Professionalism

**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 a Comprehensive Program Assessment Plan (required)**

MSBA Comprehensive Assessment Planv3.docx

**Please attach a Curriculum Map Matrix (required)**

Course timeline map.xlsx

Curriculum Map Matrix.docx

**Please attach a five-year budget projection (required)**

budget draft.xlsx

#### **Catalog Description:**

The Master of Science in Business Analytics prepares students to connect data and models to substantive business problems so effective 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 concepts, 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.**

Four-year bachelor's degree or equivalent with a minimum GPA of 2.5

- Statement of Purpose
- Résumé
- Two letters of recommendation
- Undergraduate and/or graduate transcripts demonstrating satisfactory quantitative ability with 3.0 GPA and above for all quantitative courses including calculus, linear algebra, probability and statistics.
- GRE or GMAT score - A minimum percentile of 30% for overall, verbal, and quantitative scores is required from those with less than 5 years of significant professional work experience. Test scores are considered valid for 5 years from the test date.
- Foreign language test is required of all applicants who have earned their undergraduate degree from a country where the official language is *not* English. One of the following tests taken within the past two years are accepted: Official English Proficiency Score Report (Institution Code: 4671), TOEFL - Minimum of 80 iBT, IELTS - Minimum of 7.0 Band Score, PTE Academic Score - 65.

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

The program consists of ten 3-unit courses. These courses are carefully chosen based on curriculum requirements for an excellent business analytics program, market demand, and available faculty expertise.

#### **REQUIRED COURSES (24 units)**

MSBA 201 Programming for Business Analytics

MSBA 202 Data Management for Business Analytics

MSBA 203 Data Visualization and Communication for Business Analytics

MSBA 204 Operations Analytics

MSBA 205 Data Analytics for Business

MSBA 206 Data Mining for Business

MSBA 207 Machine Learning for Business

MSBA 208 Capstone Project in Business Analytics

#### **ELECTIVES (6 units)**

MSBA 211 Marketing Analytics

MSBA 212 Social Media Analytics

MSBA 213 Financial Analytics

MSBA 214 Big Data Technologies for Business

#### **CLASS SCHEDULE**

Semester 1 (Fall) MSBA 201, 202

Semester 2 (Spring) MSBA 203, 205

Semester 3 (Summer) MSBA 204, 206

Semester 4 (Fall) MSBA 207, Elective

Semester 5 (Spring) Elective, MSBA 208

**Explanation of special characteristics of the proposed degree major program; e.g., in terminology, units of credit required, types of course work, etc.:**

Given the rapid advancement in communication technologies such as Zoom, Slack, and Piazza, instructional content will be delivered online. All instructional materials including lectures, assignments, and exams will be placed online in an LMS such as Canvas. The program consists of ten 3-unit courses. All faculty members teaching in the program will be required to complete Quality Matters or equivalent online teaching certifications following the campus e-learning policy prior to teaching in the program. Canvas and Zoom will be utilized to deliver the courses online. All course materials including the course shell in Canvas will be reviewed and approved first by the program director and experts from Center for Teaching and Learning. Instructors will be assigned based on approved CBA policies. It is encouraged to have instructors co-teach a course following established procedures.

**Will this program require specialized accreditation?**

**Establishment of a master's degree program should be preceded by a national professional accreditation of the corresponding bachelor's degree major program.**

**Will this program require accreditation?**

Yes

**Anticipated date of accreditation request: (limited to 20 words)**

AACSB 2022

**Provision for meeting specialized accreditation requirements, where applicable:**

AACSB 2022

**Need for the Proposed Degree Major Program**

**Is the proposed degree program offered at any California State University campus or any neighboring institutions?**

Yes

**List of other California State University campuses currently offering or projecting the proposed degree major program; list of neighboring institutions, public and private, current offering the proposed degree major program:**

Cal Poly  
CSU East Bay  
San Francisco State University  
UC Davis

**Differences between the proposed program and the programs listed above:**

Our proposed program emphasizes more business applications. Our proposed curriculum builds a solid foundation for business analytics so students without very strong technical background can still succeed.

**List of other curricula currently offered by Sac State which are closely related to the proposed program:**

We are not aware of any similar or closely related program.

**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:**

CEE Innovation Grant support letter SACOG.pdf  
support letter Sac State ValleyVision.pdf  
RE\_ Opportunity for partnership with CSUS CBA in program development.pdf  
Jan 6 2017 Business Development presentation\_abr.pdf  
Survey\_MSBA.docx  
UCPEA\_SacramentoState\_Briefing\_BusinessAnalytics\_3\_10\_20.pdf

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

We do not have such figures as we just proposed an undergraduate business analytics concentration and expect healthy enrollment based on expressed interest in our data analytics course. Given the large number of data analytics job opportunities in this data-driven digital economy, we expect a large number of students interested in both the proposed undergraduate concentration and graduate program in business analytics.

**Professional uses of the proposed degree major program:**

Business analytics specialists

**The expected number of majors in:**

**1st Year Enrollment:**

25

**3rd Year Enrollment:**

25

**5th Year Enrollment:**

25

**1st Year Graduates:**

0

**3rd Year Graduates:**

25

**5th Year Graduates:**

25

## Existing Support Resources for the Proposed Degree Major Program

List faculty members, with rank, appointment status, highest degree earned, date and field of highest degree, and professional experience (including publications if the proposal is for a graduate degree), who would teach in the proposed program:

Name	Rank	Appointment Status	Highest Degree Earned	Year of Highest Degree Earned (YYYY)	Publications/Professional Experience
Sadaf Ashtari	Assistant Professor	Full Time	Doctorate	2016	<p>Faculty Scholarship</p> <ol style="list-style-type: none"> <li>Ashtari, Sadaf, and Ali Eydgahi. 'Student perceptions of cloud applications effectiveness in higher education.' Journal of Computational Science (2017).</li> <li>Ashtari, S., Eydgahi, A., Lee, H. (2015). Exploring Cloud Computing Implementation Issues in Healthcare Industry. International Conference on Health Information Technology Advancement, Proceeding ICHITA 2015</li> <li>Ashtari, S. (2013). Book Review: I Know Who You Are and I Saw What You Did, by Lori Andrews. Journal of Information Privacy and Security, 9(4).</li> <li>Toloie-Eshlaghi, A., Ashtari, S. (2011). Assessment of social engineering effective criteria in the organization by DEMATEL method. Elixir Management, 37, 3707-3711.</li> <li>Ashtari, S., Poorebrahimi, A. (2010). Modeling Value Chain Related to ICT Services by NGN Technology in Iran. Second International ASIA-ICIM Conference.</li> <li>Ashtari, S., Nazemi, J. (2009). Sustainable Development via Value Based Management System-An approach based on Telecommunication of Iran. 5th International Joint Conference on INC, IMS and IDC-INC, Proceeding IEEE.</li> <li>Ashtari, S., Aflaki, S. (2009). Comparative Performance Evaluation of Media in Provinces of Iran with DEA method. National Conference of Management and Economy of Media.</li> </ol> <p>Biography</p> <p>Dr. Sadaf Ashtari is an Assistant Professor of Management Information Systems in the College of Business Administration at California State University, Sacramento. She earned her Ph.D. in Technology and Professional Service Management from the Eastern Michigan University and holds Master's and Bachelor's degrees in Management Information Systems and Information Technology.</p>

Ahmed Zafor	Assistant Professor	Full Time	Doctorate	2018	<p>Book, Chapter in Scholarly Book-New (Published) Ahmed, Z., Kumar, V., Kumar, U. COTS Implementation in a Canadian Government Organization. Bloomsberg Publishing India Pvt. Limited, New Delhi.: Understanding work experiences from multiple perspectives: New paradigms for organizational excellence. Accepted: October 1, 2014.</p> <p>Conference Proceeding - International (Published) Ahmed, Z. Enterprise IS implementations from a CSF Perspective. Sacramento: Australia New Zealand Academy of Management (ANZAM 2018), Auckland, New Zealand. Accepted: September 1, 2018.</p> <p>Conference Proceeding - International (Accepted) Ahmed, Z., Kumar, V., Kumar, U. (in press). Enterprise COTS Implementation and Control Dynamics. New Delhi, India: International Conference on Management Cases (ICMC 2018), New Delhi, India. Accepted: August 25, 2018.</p> <p>Conference Proceeding - International (Published) Ahmed, Z. Social Capital and ICT Intervention: A Search for Relational Context. European Conference on Information Systems (ECIS 2017). Accepted: March 1, 2017.</p> <p>Journal Article, Academic Journal (Published) Ahmed, Z. (2018). Explaining the Unpredictability: A Social Capital perspective on ICT Intervention. International Journal of Information Management (IJIM)., 38(1), 175-186. Published: February 2018, Accepted: January 1, 2018.</p> <p>Journal Article, Academic Journal (Published) Ahmed, Z. (2017). Government IS Implementation: A Framework for Stakeholder Orientation. 18(2). Published: August 2017, Accepted: March 1, 2017.</p> <p>Journal Article, Academic Journal (Published) Ahmed, Z., Kumar, V., Kumar, U. (2017). Managing Critical Success Factors for IS Implementation: A Stakeholder Engagement and Control Perspective. Canadian Journal of Administrative Sciences (CJAS). Published: April (2nd Quarter/Spring) 11, 2017,</p>
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Beom-Jin Choi	Professor	Full Time	Doctorate	2004	<p>Faculty Scholarship  Refereed Journal Articles  Journal Article, Academic Journal</p> <p>Noh, M., Jang, H., &amp; Choi, B (forthcoming). Organizational justice, emotional exhaustion, and turnover intention among Korean IT professionals: Moderating roles of job characteristics and social support. <i>International Journal of Technology Management</i>.</p> <p>Lee, S.-J., Cheng, S, &amp; Choi, B. (2019). An empirical investigation of users' voluntary switching intention for mobile personal cloud storage services based on the push-pull-mooring framework. <i>Computers in Human Behavior</i>.</p> <p>Noh, Mijin, Chang, H., Choi, B., &amp; Khongorzul, G. (in press). Attitude toward the use of electronic medical record systems: Exploring moderating effects of image. <i>Information Development</i>.</p> <p>Choi, B., Raghu, T.S., Vinze, A., &amp; Dooley, K. (2017). Effectiveness of Standards Consortia: Social Network Perspectives. <i>Information Systems Frontiers</i>. p. 1-12.</p> <p>Jeong, S.C, Kim, S.-H., Park, J.Y, &amp; Choi, B. (2017). Domain-specific innovativeness and new product adoption: A case of wearable devices. <i>Telematics and Informatics</i>, 34(5), 399- 412.</p> <p>Zeng, Y.-R., Zeng, Y., Choi, B., &amp; Wang, L. (2017). Multifactor-influenced energy consumption forecasting using enhanced back-propagation neural network. <i>Energy</i>, 127, 381–396.</p> <p>Choi, B., &amp; Choi, B.P. (2014). The Effects of Perceived Service Recovery Justice on Customer Affection, Loyalty, and Word-of-mouth. <i>European Journal of Marketing</i>, 48(1/2), 108-131.</p> <p>Choi, B., Jeong, S.-C., &amp; Choi, B.P. (2014). The effect of website quality and image on customer satisfaction and intention to use C2C websites: An empirical study. <i>Journal of Management Systems</i>, 24(2), 39-55.</p> <p>Lee, D.-G., Lee, S.-J., &amp; Choi, B. (2012). An Empirical Study on Intentions to Use of Smart TV. <i>Journal of Digital Policy &amp; Management</i>, 10(4), 107-118.</p> <p>Kim, S.-J., Lee, S., &amp; Choi, B. (2012). Effects of the Online Brand Community's Characteristics and Perception on the Brand Community. <i>Journal of Digital Policy &amp; Management</i>, 10(9), 165-174.</p> <p>Choi, B., Raghu, T.S., Vinze, A.,</p>
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Ramakrishna Dantu	Assistant Professor	Full Time	Doctorate	2016	<p>Faculty Scholarship</p> <ul style="list-style-type: none"> <li>• Dantu, R., Mahapatra, R., Wang, J. (2017). Forthcoming. Influence of Technology Affordance on the Adoption of Mobile Technologies for Diabetes Self-Management. In: International Conference, ICSH 2017, Hong Kong, June 26-27, 2017, Lecture Notes in Computer Science.</li> <li>• Dantu, R., Mahapatra, R., Wang, J. (2016). Adoption of Mobile Technologies in Diabetes Self-Management: An Affordance Perspective. Decision Sciences Institute, 2016 Proceedings, Austin, Texas.</li> <li>• Dantu, R., Mahapatra, R., Wang, J. (2016). Assessing the Effectiveness of Mobile Technologies for Diabetes Self-Management. AMCIS 2016 Proceedings, San Diego, California.</li> <li>• Dantu, R., Wang, J., Mahapatra, R. (2014). Social Media Use in Physician-Patient Interaction - A Fit Perspective. AMCIS 2014 Proceedings, Savanna, Georgia.</li> <li>• Dantu, R., and Mahapatra, R. (2013). Adoption of Telemedicine – Challenges and Opportunities. AMCIS 2013 Proceedings, Chicago, IL.</li> <li>• Dissanayake, I., Dantu, R., &amp; Nerur, S. (2013). Knowledge Management in Software Development. AMCIS 2013 Proceedings, Chicago, IL.</li> <li>• Teng, J.C., Dissanayake, I., &amp; Dantu, R. (2013). A Theoretical Model for Assessing User Resistance Intention in IS Implementation. 44th Decision Sciences Institute Annual Meeting, 2013, Baltimore, Maryland.</li> </ul> <p>Biography</p> <p>Assistant Professor in the Management Information Systems at the College of Business Administration at the California State University at Sacramento. Previously worked as Visiting Assistant professor at the University of Texas at Arlington. Teaching Java and Python programming courses for graduate and undergraduate classes. Taught Data Science and Python Programming at the University of Texas at Austin. Currently working on manuscripts for journal publications. Prior to moving to academia, worked in the IT industry for over 16 years in the domains of Property and Casualty</p>
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Evren Eryilmaz	Assistant Professor Full Time	Doctorate	2011	<p>Faculty Scholarship  Latest Representative Research  in Refereed Journals</p> <p>Lee, K.H., Powell, L.M., Nguyen, L., &amp; Eryilmaz, E. (2018). The Strategic Responses from Sophisticated Investors to Inaccurate Forecast of Financial Analysts. <i>Accounting and Finance Research</i>, 7(1), 272-288.</p> <p>Eryilmaz, E. &amp; Thoms, B., &amp; Canelon, J. (2018). How Design Science Research Helps Improving Learning Efficiency in Online Conversations. <i>Communications of the Association of Information Systems</i>, vol. 42, article 21. (Acceptance Rate 35%)</p> <p>Lee, K.H., Ohn, J, &amp; Eryilmaz, E. (2017). Leveraged Bootstrap of Volatility: A Novel Approach to the Energy Consumption and Economic Growth Puzzle, <i>International Journal of Economics and Finance</i>, 9(9), 117-122.</p> <p>Thoms B., Eryilmaz, E. (2017). Online Social Networking Software as Ad-Hoc Project Management Software in Capstone Project Courses, <i>International Journal on Advances in Intelligent Systems</i>, 9(3), 233 – 243.</p> <p>Latest Representative Research  in Refereed Conference  Publications</p> <p>Eryilmaz, E., Thoms, B., Lee, K.H., &amp; de Castro, M. (2019). Development of a Reading Material Recommender System Based On Design Science Research Approach, <i>Proceedings of Hawaii International Conference on System Sciences (HICSS-50)</i>, January 8-11, 2019, Maui, Hawaii.</p> <p>Thoms, B., Eryilmaz, E., &amp; Dubin, N., Hernandez, R., &amp; Colon-Cerezo, S. (2018). Dynamic Visualization of Quality in Online Conversations, <i>International Conference on Web Intelligence</i>, December 3-6, 2018, Santiago de Chile.</p> <p>Thoms, B. &amp; Eryilmaz, E. (2018) Social Networking Software Design for Facilitating Service Learning in Cross-Disciplinary Computer Science. <i>Association for Computing Machinery Special Interest Group on Computer Science Education</i>, February 21-24, Baltimore, Maryland.</p> <p>Biography</p>
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Joseph Taylor	Assistant Professor	Full Time	Doctorate	2016	<p>Faculty Scholarship</p> <p>Journal Publications</p> <p>Nithithanatchipnnapat, B., Taylor, J., Joshi, K., Weiss, M. A Review of Community of Practice in Organizations: Key Findings and Emerging Themes, Journal of Organizational Computing and Electronic Commerce</p> <p>Brooks, S., Taylor, J. Digital Learning Platforms in support of Online Classes, A Comparative Analysis, Journal of Business Education</p> <p>Taylor, J. Going Public: Using the Cloud to Improve Project Delivery, Information Systems Management</p> <p>Conference Papers</p> <p>Taylor, J., Vithayathil, J., Sahaym, A. "Do Powerful Technology Leaders Make a Difference in Firm Performance." Proceedings of the HICSS 2015. Koloa, HI, January 2015. [Reviewed]</p> <p>Taylor, J. "Crowdsourcing IT Work: A Three-Fold Perspective from the Workers, Buyers, and Platform Providers" SIGMIS-CPR '15 Proceedings of the 2015 ACM SIGMIS Conference on Computers and People Research [Reviewed]</p> <p>Taylor, J. Doctoral Consortium Proposal: Dissertation research: Crowdsourcing IT Work: A Three-Fold Perspective from the Workers, Buyers, and Platform Providers Doctoral consortium proposal outlining IT crowdsourcing based dissertation proposal (OCIS) [Reviewed]</p> <p>Taylor, J. "Powerful Technology Leadership and Growing the Top Line." Proceedings of the AMCIS 2015 Puerto Rico August 2015. [Reviewed]</p> <p>Taylor, J. Doctoral Consortium Proposal: Dissertation research: Crowdsourcing IT Work: A Three-Fold Perspective from the Workers, Buyers, and Platform Providers Doctoral consortium proposal outlining IT crowdsourcing based dissertation proposal (ICIS)</p> <p>Osiri, K., Taylor, J., Cullen, J. Boots on the Ground: Innovation Efficiency and Foreign Investment in R&amp;D Research is investigating the relationship between the degree to which investment in research and develop is funded domestically within a country and the innovation efficiency achieved by that country using three years of panel data from the Global Innovation Index</p>
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San-Yun "Nancy" Tsai	Professor	Full Time	Doctorate	1974	<p>Faculty Scholarship  Refereed Journal Articles  Journal Article, Academic Journal  Tsai, N., Xiong, Y. (2016). An Investigation of Information System Security Issues in Taiwan. <i>International Journal of Business Information Systems</i>, 21(3), 309-320.  Tsai, N., Choi, B.-J., Perry, M. (2009). Improving the process for e-government initiatives: An in-depth case study of web-based GIS implementation. <i>Government Information Quarterly</i>, 26(2), 368-376.  Choi, B.-J., Tsai, N., Jones, T. (2009). IT network infrastructure challenges for the supermarket store chain industry. <i>Journal of Cases on Information Technology</i>, 11(1), 31-46.  Tsai, N., Ogilby, S., Yan, X. (in press). An Online Learning Development and Improvement Cycle for an Undergraduate Business Computer Literacy Course. <i>International Journal of Innovation in Education</i>.</p> <p>Other Intellectual Contributions  Conference Proceeding - International  Tsai, N., Ogilby, S., Xiong, Y. (2015). Building a Student-Pulled Online Learning for an Undergraduate Business Computer Literacy Curriculum via the Systems Development Life Cycle: A Case Study. Los Angeles, CA: <i>Journal of International &amp; Interdiscipline Business Research</i>. Conference Proceeding - Regional  Tsai, N. (2016). An Online Course Development and Improvement Life Cycle. Salt Lake City, Utah: Western Decision Sciences Institute 2016 Annual Meeting.  Tsai, N. (2016). Stimulating eLearning Student via An Extra Points Rewarding System. Las Vegas, Nevada: Western Decision Sciences Institute 2016 Annual Meeting.  Habicht, H., Tsai, N. (2009). Clean Tech Market VC Opportunities for Taiwan.  Tsai, N. (2007). Electronic Information System Security. Taipei: Proceeding of 2007 International Conference on electronic Business.</p> <p>Areas of Interests  Teaching Database, Telecommunication, Security, System Analysis and Design, Information Resources Management, and Strategic Analysis and Planning for</p>
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Min Li	Professor	Full Time	Doctorate	2002	<p>Faculty Scholarship Book Chapters Book, Chapter in Scholarly Book-New</p> <p>Chen, E. Jack, Li, M. (2013). Indifference-Zone Selection for Reliability Analysis (ISBN 978-1-922227-06-5 ed., vol. Artificial Intelligence and Hybrid Systems, pp. 33-54). Hong Kong: iConcept Press Ltd.</p> <p>Refereed Journal Articles Journal Article, Academic Journal (Published) Li, M., Richards, J. (2019). Profile of User Search Behavior and Advertising on Alibaba's Taobao Platform. International Journal of Business Marketing and Management (IJBMM). Richards, J., Li, M. (2018). The Chinese E-Commerce Search Advertising Business: A Case Study of Taobao. Contemporary Management Research, 14(2), 121-142. Published: August 2018, Accepted: July 13, 2018.</p> <p>Journal Article, Academic Journal (Published) Li, M., Mickel, A., Taylor, S. (2018). "Should This Loan be Approved or Denied?": A Large Dataset with Class Assignment Guidelines. Journal of Statistics Education, 26(1), 55-66. Published: April (2nd Quarter/Spring) 5, 2018, Accepted: March 12, 2018.</p> <p>Journal Article, Academic Journal Chen, E. Jack, Li, M. (2014). Design of experiments for interpolation-based metamodels. Simulation Modelling Practice and Theory, 44, 14-25.</p> <p>Wang, H., Yu, Y., Li, M. (2010). On Intraday Shanghai Stock Exchange Index. Journal of Data Science, 8(3), 413-427.</p> <p>Chen, E. Jack, Li, M. (2010). A New Approach to Estimate the Critical Constant of Selection Procedures. Advances in Decision Sciences, 2010, <a href="http://www.hindawi.com/journals/ads/2010/948359.html">http://www.hindawi.com/journals/ads/2010/948359.html</a> (Online Only, 12 pages).</p> <p>Taylor, S., Li, M., Hopfe, M. (2009). "Variation, Variation, and Variation" – Teaching a Second Business Statistics Course Using the Concept of Variation. Review of Business Research, 9(1), 85-98.</p> <p>Wang, H., Yu, Y., Li, M. (2009). Intraday Return Behavior of the Five-Minute Shanghai Stock Exchange Composite Index. Journal of International</p>
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David Moore	Associate Professor	Full Time	Doctorate	2008	<p>Faculty Scholarship  Refereed Journal Articles  Journal Article, Academic Journal</p> <p>Moore, D., Ikromov, N. (2015). A Real Options Approach to Distressed Property Borrower-Lender Reconciliation. <i>Journal of Mathematical Finance</i>, 5(1), 73-81.</p> <p>Moore, D., Clark, R. W., Philippatos, G. C. (2014). Financing Developing Country Debt: A Sovereign Borrowing Entity Proposal. <i>Journal of Financial Risk Management</i>, 3, 67-77.</p> <p>Moore, D., Philippatos, G. C. (2014). The Unexplainable Nature of Momentum Portfolio Returns. <i>Journal of Mathematical Finance</i>, 4, 135-147.</p> <p>Moore, D. (2009). Conditional estimation of linear asset pricing models using alternative marginal utility growth instruments. <i>Financial Study Association Rotterdam (FSR) Forum</i>, 11(5), 7-10.</p> <p>Other Intellectual Contributions  Textbook, Revised</p> <p>Moore, D. (2015). <i>Investments 2e</i> (2nd ed., pp. <a href="http://efficientminds.com/books-for-sale/investments-2e/">http://efficientminds.com/books-for-sale/investments-2e/</a>). Sacramento, CA: <a href="http://www.efficientminds.com">www.efficientminds.com</a>.</p> <p>Moore, D. (2015). <i>Corporate Finance 4e</i> (4th ed., pp. <a href="http://efficientminds.com/books-for-sale/corporate-finance/">http://efficientminds.com/books-for-sale/corporate-finance/</a>). Sacramento, CA: <a href="http://www.efficientminds.com">www.efficientminds.com</a>.</p> <p>Moore, D. (2014). <i>Corporate Finance FlexText 3rd edition</i> (3rd ed., pp. 252). Charleston, SC: CreateSpace.</p> <p>Moore, D. (2012). <i>Corporate Finance, Second Edition FlexTextTM</i> (2nd ed., pp. 213 pages). South Carolina: CreateSpace.</p> <p>Textbook, new</p> <p>Moore, D. (2013). <i>A Finance Student's Encyclopedia</i> (1st ed., pp. <a href="http://www.amazon.com/A-Finance-Ph-D-Students-Encyclopedia/dp/1493729861/ref=sr_1_2?ie=UTF8&amp;qid=1384531896&amp;sr=8-2&amp;keywords=finance+student+encyclopedia">http://www.amazon.com/A-Finance-Ph-D-Students-Encyclopedia/dp/1493729861/ref=sr_1_2?ie=UTF8&amp;qid=1384531896&amp;sr=8-2&amp;keywords=finance+student+encyclopedia</a>). Charleston, SC: CreateSpace.</p> <p>Moore, D. (2010). <i>Applied Finance and General Statistical Analysis with SAS Examples</i> (1st ed., pp. <a href="http://www.amazon.com/Applied-Finance-General-Statistical-Analysis/dp/1453633634/ref=sr_1_12">http://www.amazon.com/Applied-Finance-General-Statistical-Analysis/dp/1453633634/ref=sr_1_12</a>).</p>
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Stanley A. Taylor	Professor	Full Time	Doctorate	1983	<p>Faculty Scholarship Refereed Journal Articles Journal Article, Academic Journal (Published) Li, M., Mickel, A., Taylor, S. (2018). "Should This Loan be Approved or Denied?": A Large Dataset with Class Assignment Guidelines. Journal of Statistics Education, 26(1), 55-66. Published: April (2nd Quarter/Spring) 5, 2018, Accepted: March 12, 2018.</p> <p>Journal Article, Academic Journal Taylor, S., Mickel, A. (2014). Simpson's Paradox: A Data Set and Discrimination Case Study Exercise. Journal of Statistics Education, 22(Number 2), 1-18. Taylor, S., Li, M., Hopfe, M. (2009). "Variation, Variation, and Variation" – Teaching a Second Business Statistics Course Using the Concept of Variation. Review of Business Research, 9(1), 85-98.</p> <p>Biography Dr Taylor has been a faculty at CSUS since 1983. He received his MBA and PhD from the College of Business at the University of Oregon. His expertise is in the area of statistics. He developed the DS 101 course, Data Analysis for Managers which he has taught for the past two decades. Since 1994 he has worked as a consultant for the State of California, Department of Developmental Services. Dr. Taylor has also consulted during this time with other agencies and served as an expert witness in numerous court cases.</p> <p>Areas of Interests Teaching Research Consulting Data Analysis Statistics Education, Time Series, Forecasting State of California, Department of Developmental Services</p>
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Joseph Richards	Professor	Full Time	Doctorate	2002	<p>Faculty Scholarship  Refereed Journal Articles  Journal Article, Academic Journal (Published)  Richards, J., Li, M. (2018). The Chinese E-Commerce Search Advertising Business: A Case Study of Taobao. <i>Contemporary Management Research</i>, 14(2), 121-142. Published: August 2018, Accepted: July 13, 2018.</p> <p>Journal Article, Academic Journal  Shen, D., Richards, J., Liu, F. (2013). Consumers' Awareness of Sustainable Fashion. <i>Marketing Management Journal</i>, 23(2), 134-147.  Richards, J., Liu, F. (2013). CONSUMERS' AWARENESS OF SUSTAINABLE FASHION. <i>Marketing Management Journal</i>, 23(2), 134-147.</p> <p>Richards, J. (2012). Entrepreneurial and Strategic Opportunity Recognition: How the Internet and Social Media moderate cognitive biases. <i>International Journal of Management Entrepreneurship and Technology</i>, 1(2).  Richards, J., Zhao, J. (2012). Beijing Innovation System: The Perspective of Organizational Structure and Spatial Distribution. <i>International Journal of Learning and Intellectual Capital</i>, 9(1), 1-16.  Richards, J., Karagozolu, N., S. K. (2010). Barriers to Hospice Referrals. <i>Journal of Academy of Business and Economics</i>, 10(4), 72-83.  Richards, J., Lee, F., Kim, I. (2010). Entrepreneurial Opportunity Recognition: Does anything change with the Internet and Information Technology? <i>International Journal of Strategic Management</i>, 10(2), 70-77.  Karagozolu, N., Richards, J. (2010). Predicting Strategic Action: Effects of market growth and past performance. <i>Journal of Academy of Business and Economics</i>, 10(4), 53-61.  Richards, J. (2008). Seemingly unrelated reduced-rank regression model. <i>Journal of Statistical Planning and Inference</i>, 138(9), 2837 – 2846.</p> <p>Biography  Joseph Richards joined the marketing faculty at CSUS in 2001. He holds a doctorate in Marketing with further specialization in Econometrics. He is an active researcher in the fields of Internet related</p>
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Brian Baldus	Associate Professor	Full Time	Doctorate	2013	Journal Article, Academic Journal Baldus, B. (2015). Insight Generation with Marketing Research Online Communities (MROCs). <i>Journal of Internet Commerce</i> , 14, 476-491 Baldus, B., Voorhees, C., Calantone, R. (2015). Online Brand Community Engagement: Scale Development and Validation. <i>Journal of Business Research</i> , 68(5), 978-985. Other Intellectual Contributions Technical Report Baldus, B., Austin, M. S. (2013). <i>The Rules of Community Engagement</i> . Boston, MA: Communispace: Best Practices.
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Jesse Catlin	Associate Professor	Full Time	Doctorate	2012	<p>Refereed Journal Articles</p> <p>Catlin, J., Luchs, M., Phipps, M. (in press). Consumer Perceptions of the Social Vs. Environmental Dimensions of Sustainability. <i>Journal of Consumer Policy</i>.</p> <p>Ozanne, L., Phipps, M., Weaver, T., Carrington, M., Luchs, M., Catlin, J., Gupta, S., Santos, N., Scott, K., Williams, J. (2016). Managing the Tensions at the Intersection of the Triple Bottom Line: A Paradox Theory Approach to Sustainability Management. <i>Journal of Public Policy &amp; Marketing</i>, 35(2), 249-261.</p> <p>Pechmann, C., Catlin, J. (2016). The Effects of Advertising and Other Marketing Communications on Health-Related Consumer Behaviors. <i>Current Opinion in Psychology</i>, 10, 44-49.</p> <p>Catlin, J., Pechmann, C. (2016). An Investigation of Consumer and Doctor Regulatory Beliefs and Regulatory Knowledge about Pharmaceutical Drug Promotions. <i>Journal of the Association of Consumer Research</i>, 1(3), 392-410.</p> <p>Catlin, J., Pechmann, C., Brass, E. (2015). Dangerous Double Dosing: How Naive Beliefs Can Contribute to Unintentional Overdose with Over-the-Counter Drugs. <i>Journal of Public Policy &amp; Marketing</i>, 34(2), 194-209.</p> <p>Leonhardt, J., Catlin, J., Pirouz, D. (2015). Is Your Product Facing the Ad's Center? Facing Direction Affects Processing Fluency and Ad Evaluation. <i>Journal of Advertising</i>, 44(4), 315-325.</p> <p>Phipps, M., Ozanne, L., Luchs, M., Subrahmanyam, S., Kapitan, S., Catlin, J., Gau, R., Walker Naylor, R., Rose, R., Simpson, B., Weaver, T. (2013). Understanding the Inherent Complexity of Sustainable Consumption: A Social Cognitive Framework. <i>Journal of Business Research</i>, 66(8), 1227-1234.</p> <p>Catlin, J., Wang, Y. (2013). Recycling Gone Bad: When the Option to Recycle Increases Resource Consumption. <i>Journal of Consumer Psychology</i>, 23(1), 122-127.</p> <p>Catlin, J., Pechmann, C., Brass, E. (2012). The Influence of Need for Cognition and Principle Display Panel Factors</p>
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**Space and facilities that would be used in support of the proposed program: Show how this space is currently used and what alternate arrangements, if any, will be made for the current occupants.**

This is a self-support program. Any space and facilities will be leased on a self-support basis using revenue from the program.

**Library resources to support the program, specified by subject areas, volume count, periodical holdings, etc.:**

Not needed

**Equipment and other specialized materials currently available:**

Canvas and Zoom will be utilized to deliver the courses online. All faculty members teaching in the program will be required to complete Quality Matters or equivalent online teaching certifications following the campus e-learning policy prior to teaching in the program. All course materials including the course shell in Canvas will be reviewed and approved by the program director and staff from Center for Teaching and Learning.

**Please attach any additional files not requested above:**

march-19-21-2018-full-agenda.pdf

EmailAnnouncement.docx

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