

BS IN BUSINESS ADMINISTRATION (BUSINESS ANALYTICS)



SACRAMENTO STATE
Redefine the Possible

In Workflow

1. CBA College Committee Chair (jlee@csus.edu)
2. CBA Dean (mikhaili@csus.edu)
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Approval Path

1. Wed, 13 Apr 2022 18:38:31 GMT
Min Li (limin): Rollback to Initiator
2. Sun, 29 May 2022 22:15:42 GMT
Jai Joon Lee (jlee): Approved for CBA College Committee Chair
3. Mon, 30 May 2022 19:18:22 GMT
Andrey Mikhailitchenko (mikhaili): Approved for CBA Dean

History

1. Feb 28, 2020 by Min Li (limin)
2. Apr 23, 2021 by Katie Hawke (katiedickson)

Date Submitted: Thu, 26 May 2022 01:25:53 GMT

Viewing: BS in Business Administration (Business Analytics)

Last approved: Fri, 23 Apr 2021 21:26:44 GMT

Last edit: Thu, 26 May 2022 01:25:52 GMT

Changes proposed by: Min Li (101017159)

Academic Group: (College)

Business

Academic Organization: (Department)

Information Systems and Business Analytics

Catalog Year Effective:

2022-2023 Catalog

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

Name (First Last)	Email	Phone 999-999-9999
Min Li	limin@csus.edu	916-278-7132

Type of Program Proposal:

Concentration

Program Change Type:

Non-Substantive

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

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

Add an elective course MIS 171 Enterprise Resource Planning Systems which was left out by mistake last time. This is the companion SAP class to existing Business Analytics elective MIS 163. Taking both classes would allow students to qualify for an SAP certificate.

Add an elective course FIN 160 Student Investment Fund Management by request from Finance.

Add a new elective course DS 105 Decision Analytics.

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

Do these changes impact the Smart Planner roadmap?

No

Catalog Description:

Units required for major: 45

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.

As defined by policy <http://www.csus.edu/umannual/acadaff/fsm00010.htm>, a change in units constitutes a substantive change to the program. If your changes constitute a substantive change, please refer back to the "Program Change Type" field above to ensure that "Substantive" is selected.

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

Program Requirements

Code	Title	Units
Required Lower Division (pre-requisites) (21 Units) ^{1,2}		
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**

¹ 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.

² 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.

Code	Title	Units
Required Upper Division (Major) Core Courses (24 Units)		
DS 101	Introduction to Business Analytics	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

Business Analytics Concentration (21 Units)

Required Courses

MIS 183	Business Intelligence Applications	3
DS 110	Data Mining for Business Analytics	3
DS 115	Advanced Business Analytics	3

Electives

Select four of the following: 12

DS 105	Course DS 105 Not Found	
FIN 136	Modern Portfolio Management	
FIN 160	Student Investment Fund Management	
MIS 15	Introduction to Business Programming	
MIS 150	Database Systems for Business	
MIS 163	Business Process Engineering and ERP Configuration	
MIS 171	Enterprise Resource Planning Systems	

MKTG 115	Marketing Analytics
MKTG 121	Marketing Research and Information
MKTG 130	Digital Marketing
MKTG 188	Supply Chain Modeling and Analysis

Total Units

45

General Education Requirements ¹

Fiscal Impact to Change an Existing Program

Indicate programmatic or fiscal impact which this change will have on other academic units' programs, and describe the consultation that has occurred with affected units:

none

Provide a fiscal analysis of the proposed changes:

DS 105 is a new course requiring an instructor.
FIN 160 is already offered in another program Finance.
MIS 171 is already offered in another program MIS.

How will the above changes be accommodated within the department/College existing fiscal resources?

DS 105 is a new course and will be taught by an instructor in a classroom.

Will the proposed changes require additional resources?

Yes

Describe the level and nature of additional funding the College will seek for the program changes:

DS 105 is a new course and will be taught by an instructor in a classroom.

What additional space, equipment, operating expenses, library, computer, or media resources, clerical/technical support, or other resources will be needed?

DS 105 is a new course and will be taught by an instructor in a classroom.

Estimate the cost and indicate how these resource needs will be accommodated:

none

Reviewer Comments:

Min Li (limin) (Wed, 13 Apr 2022 18:38:31 GMT): Rollback: update

Key: 394