New Program Proposal

Date Submitted: 08/28/19 6:40 pm

Viewing: APBAMA : Applied Business Analytics, Master of Applied Business Analytics

Last edit: 09/17/19 8:15 am

Changes proposed by: kboston

Submitter: 5-4622	User ID:	kboston	Phone:

Program Status	Active
Academic Level	Graduate
Type of proposal	Major/Field of Study
Select a reason for this new program	Adding New Degree--(LOI 1, Proposal-1)

Are you adding a concentration?

    No

Are you adding or modifying a track?

    No

Are you adding or modifying a focused study?

    No

Effective Catalog Year	Fall 2020
College/School Code	Walton College of Business (WCOB)
Department Code	Department of Information Systems (ISYS)
Program Code	APBAMA
Degree	Master of Applied Business Analytics
CIP Code	

In Workflow

1. **WCOB Dean Initial**
2. **GRAD Dean Initial**
3. **Provost Initial**
4. **Director of Program Assessment and Review**
5. **Registrar Initial**
6. **Institutional Research**
7. **ISYS Chair**
8. **WCOB Curriculum Committee**
9. **WCOB Faculty**
10. **ARSC Dean**
11. **EDUC Dean**
12. **WCOB Dean**
13. **Global Campus**
14. **Dean of University Libraries**
15. **Provost Review**
16. **University Course and Program Committee**
17. Graduate Committee
18. Faculty Senate
19. Provost Final
20. Provost's Office-- Documentation sent to System Office
21. Higher Learning Commission
22. Board of Trustees
23. ADHE Initial
24. ADHE Final
25. Provost's Office-- Notification of

Approval

26. Registrar Final

27. Catalog Editor Final

Approval Path

1. 08/26/19 10:30 am
   Karen Boston
   (kboston):
   Approved for WCOB
   Dean Initial

2. 08/26/19 10:54 am
   Pat Koski (pkoski):
   Rollback to WCOB
   Dean Initial for
   GRAD Dean Initial

3. 08/26/19 10:55 am
   Karen Boston
   (kboston):
   Approved for WCOB
   Dean Initial

4. 08/26/19 10:57 am
   Pat Koski (pkoski):
   Rollback to Initiator

5. 08/28/19 6:41 pm
   Karen Boston
   (kboston):
   Approved for WCOB
   Dean Initial

6. 08/29/19 9:02 am
   Pat Koski (pkoski):
   Approved for GRAD
   Dean Initial

7. 09/05/19 9:45 am
   Terry Martin
   (tmartin): Approved
   for Provost Initial

8. 09/16/19 3:57 pm
   Alice Griffin
   (agriffin): Approved
   for Director of

Program Assessment and Review

9. 09/16/19 4:35 pm Lisa Kulczak (lkulcza): Rollback to Director of Program Assessment and Review for Registrar Initial

10. 09/16/19 4:53 pm Alice Griffin (agriffin): Approved for Director of Program Assessment and Review

11. 09/16/19 5:22 pm Lisa Kulczak (lkulcza): Approved for Registrar Initial

12. 09/17/19 8:16 am Gary Gunderman (ggunderm): Approved for Institutional Research

13. 09/17/19 10:17 am Rajiv Sabherwal (rsabherw): Approved for ISYS Chair

14. 09/17/19 12:16 pm Karen Boston (kboston): Approved for WCOB Curriculum Committee

15. 09/17/19 12:18 pm Karen Boston (kboston):

Approved for WCOB Faculty

16. 09/18/19 1:13 pm Jeannie Hulen (jhulen): Approved for ARSC Dean

17. 09/18/19 7:10 pm Ketevan Mamiseishvili (kmamisei): Approved for EDUC Dean

18. 09/18/19 8:17 pm Karen Boston (kboston): Approved for WCOB Dean

19. 09/19/19 9:33 am Suzanne Kenner (skenner): Approved for Global Campus

20. 10/02/19 10:19 am Dennis Clark (dennisc): Approved for Dean of University Libraries

21. 10/04/19 10:24 am Terry Martin (tmartin): Approved for Provost Review

52.1301 - Management Science.

Program Title

Applied Business Analytics, Master of Applied Business Analytics

Program Delivery Method

On Campus

Online/Web-based

Is this program interdisciplinary?

No

Does this proposal impact any courses from another College/School?

Yes

College(s)/School(s)

College/School Name
Fulbright College of Arts and Sciences (ARSC)
College of Education and Health Professions (EDUC)

What are the total hours needed to complete the program?

30

On-line/Web-based Information

Reason for offering Web-based Program

To provide opportunities for more students to pursue the degree.

Maximum Class Size for Web-based Courses

20

Course delivery mode

Method(s)
Online

Class interaction mode

Method(s):
E-mail
Blog
Electronic Bulletin Boards

Percent Online

100% with Required Campus Component

Provide a List of Services Supplied by Consortia Partners or Outsourced Organization

The only service outsourced is online proctoring service. The University of Arkansas partners with ProctorU for online test proctoring services for some online exams.

Estimate Costs of the Program over the First 3 Years	N/A
List Courses Taught by Adjunct Faculty	
Upload Memorandum of Understanding Forms (if required)	

Program Requirements and Description

Requirements

Master of Applied Business Analytics

The Master of Applied Business Analytics degree focuses on applied analytics for business. This degree is designed to provide professional preparation for positions in business, government, and public service. It provides sufficient flexibility to meet the needs of students with various backgrounds and foster lifelong learning and innovation. Students may choose from a variety of elective analytics courses in Business, Economic Analytics, Statistics, and Educational Statistics and Research Methods.

Admission Requirements: The Master of Applied Business Analytics program is open to students who have earned a bachelor's degree from an accredited institution and who can present evidence of their ability to do graduate work. "Evidence of ability" means superior grade-point average, an acceptable test score on the Graduate Management Admission Test (GMAT) or Graduate Record Exam (GRE), and recommendations with respect to ability for successful pursuit of graduate-level work. International applicants and resident aliens must submit an acceptable TOEFL or IELTS score, or complete the Intensive English Language Program (Spring International Language Center) and receive an English proficiency recommendation for admission. Other admissions criteria can be considered on a case by case basis.

Requirements for the Master of Applied Business Analytics Degree: Students whose previous studies have fulfilled requirements of the common body of knowledge in business and analytics will be required to complete a minimum of 30 hours of graduate work. The required common body of knowledge for the Applied Business Analytics degree includes fundamental business and economics concepts as well as fundamental knowledge of statistics.

The Master of Applied Business Analytics program considers work experience an integral part of the curriculum and recommends that students work/intern for up to one year in a position (or positions) which allow for the practical application of the theoretical principles taught in courses. The Master of Applied Business Analytics

Degree is a non-thesis degree program. The comprehensive exam will be a component of the Practicum course, ISYS 599V.

Students who hold non-immigrant status in the United States in the F-1 or J-1 categories are responsible for coordinating any necessary authorization for employment with the Office of International Students and Scholars (ISS). F-1 and J-1 students are strongly advised to discuss training options with the Program Director and the ISS office early in their program, and to make themselves aware of limitations and restrictions related to F-1 or J-1 employment authorization benefits.

Pre-Master of Applied Business Analytics Bridging Course		3
ISYS 5213		ERP Fundamentals

Master of Applied Business Analtyics Core Courses		15
ISYS 5103		Data Analytics Fundamentals
ISYS 5503		Decision Support and Analytics
ISYS 5833		Data Management Systems
ISYS 5843		Seminar in Business Intelligence and Knowledge Management
ISYS 599V		Practicum Seminar

Applied Analytics Electives		9

Students must choose three courses (9 hours) from either the Business and Economics Analytics Elective Courses or Statistics and Educational Statistics and Research Elective Courses:

Business and Economics Analtyics Elective Courses

ACCT 5263		Financial Statement Analysis for Executives
ECON 5743		Introduction to Econometrics
ECON 5753		Forecasting
ECON 5763		Economic Analytics

FINN 5173	Energy Finance and Risk Management
FINN 5223	Financial Markets & Valuation
FINN 5333	Investment Theory and Management
ISYS 5173	Blockchain Fundamentals
ISYS 535V	Internship Experience
ISYS 5713	Seminar in IS Topics
MGMT 5213	Business Foundations for Entrepreneurs *
MGMT 5313	Strategic Management
MGMT 5323	New Venture Development *
MGMT 5413	New Venture Development II *
MGMT 5613	Leadership and Organizational Behavior
MKTG 5223	Marketing
MKTG 5433	Consumer and Market Research
MKTG 5523	Marketing Analytics
MKTG 5533	Strategic Category

MKTG 5563	Management Retail Strategy
SCMT 5633	Introduction to Supply Chain Management
SCMT 5663	Retail and CPG Supply Chain Management
SCMT 5693	Predictive Supply Chain Analytics

Statistics and Educational Statistics and Research Elective Courses

ISYS 5203	Experimental Design
or ESRM 6413 Experimental Design in Education	Course ESRM 6413 Experimental Design in Education Not Found
ISYS 5623	Multivariate Analysis
or ESRM 6423 Multiple Regression Techniques for Education OR STAT 5313 Regression Analysis	Course ESRM 6423 Multiple Regression Techniques for Education OR STAT 5313 Regression Analysis Not Found
ISYS 5723	Advanced Multivariate Analysis
or ESRM 6453 Applied Multivariate Statistics OR STAT 5353 Methods of Multivariate Analysis	Course ESRM 6453 Applied Multivariate Statistics OR STAT 5353

Methods of Multivariate Analysis Not Found

General Elective (advisor approval)	3
Total Hours	30

*Taking these three Entreprenuership courses along with another approved course, will make the student eligible to apply for the Entreprenuership Certificate. These courses may only be taken by prior approval (and may require students to be on campus for three semesters).

Master of Applied Business Analytics **(Part-time):**

The Information Systems Department also provides an opportunity for professionals in the workplace to complete the program by taking 6 hours per semester 5 semester program.

Students in the part-time program begin with the Business Analytics Graduate Certificate program (1st and 2nd semesters). Completion and success in the Business Analytics Graduate Certificate program can be used to provide "evidence of ability" and can be used to waive the requirement for an acceptable test score on the Graduate Management Admission Test (GMAT) or Graduate Record Exam (GRE).

For the part-time program, approval of the Program Director is required to enroll in more than six hours per semester.

Contact the department for additional information or visit http://gsb.uark.edu/.

Program Costs

Existing resources on campus will be used.

Library Resources

N/A

Instructional
Facilities

N/A

Faculty Resources

Existing resources on campus will be used. One new tenure track faculty member and one new clinical faculty member will be needed.

List Existing Certificate or Degree Programs
that Support the Proposed Program

Program(s)
ENTSGC - Enterprise Systems Graduate Certificate
STANMS - Statistics and Analytics, Master of Science
INSYMI - Information Systems, Master of Information Systems

Are Similar Programs available in the area?

No

Estimated Student   20
Demand for Program

Scheduled Program   2021-2022
Review Date

Program Goals and
Objectives

Program Goals and Objectives
This degree is designed to provide professional preparation for positions in business, government, and public service. It provides sufficient flexibility to meet the needs of students with various backgrounds and foster lifelong learning and innovation. Students may choose from a variety of elective analytics courses in Business, Economic Analytics, Statistics, and Educational Statistics and Research Methods.

Learning Outcomes

Learning Outcomes
Students will be armed with a solid knowledge of business analytics and machine learning methods, optimization, and computing. These "big-data" skills, combined with knowledge of business application modeling, will enable them to identify, assess, and seize the opportunity for data-driven value creation in the private and public sector.

Description and Justification for this request

Description of request	Justification for request
A new, 30 hour Master of Applied Business Analytics courses utilizing existing courses in Information Systems and elective courses in Accounting, Economics, Finance, Management and Marketing.	The digital revolution ignited an explosion of data. The availability of data is no longer a constraint to answering important questions. The critical constraint is now the ability to analyze, digest, visualize, and ultimately harness the data to drive decision making in business, science, and society. The Master of Applied Business Analytics program will guide students through application modeling to practice using cutting-edge tools and providing a thorough training in descriptive, predictive, and prescriptive analytics.

Upload attachments

APBAMA - New Degree - Letter of Intent.docx

APBAMA - New Degree - Proposal.docx

APBAMA - New Degree - Supporting Documentation.pdf

Reviewer Comments

Pat Koski (pkoski) (08/26/19 10:54 am): Rollback: I do not see the requirement for the comprehensive exam which is required by the Graduate School.

Pat Koski (pkoski) (08/26/19 10:57 am): Rollback: Please see my previous comments

Terry Martin (tmartin) (09/05/19 9:39 am): Uploaded revised MABA Analytics Proposal 1 Form per Karen Boston.

Alice Griffin (agriffin) (09/06/19 4:07 pm): Removed indention for General Elective in order for the three hours to count toward total hours.

Alice Griffin (agriffin) (09/11/19 9:55 am): Edited the program requirements in consultation with submitter, in order to reflect the appropriate 30 hours total for program.

Alice Griffin (agriffin) (09/16/19 10:47 am): Changed program code from MABA to APBAMA in consultation with submitter and Registrar's Office.

Alice Griffin (agriffin) (09/16/19 1:18 pm): Merged supporting docs into one, renamed documents to match revised program code and attached.

Alice Griffin (agriffin) (09/16/19 1:22 pm): Corrected course titles submitted as optional courses within the new proposed courses.

Alice Griffin (agriffin) (09/16/19 1:24 pm): Inserted scheduled program review date based on the next AACSB site visit. College is encourage to review and update if necessary.

Alice Griffin (agriffin) (09/16/19 1:28 pm): Replaced M.A.B.A. with A.P.B.A.M.A. throughout catalog copy.

Alice Griffin (agriffin) (09/16/19 1:45 pm): Added Course Evaluation to supporting document.

Lisa Kulczak (lkulcza) (09/16/19 4:35 pm): Rollback: clarifying narrative description

Lisa Kulczak (lkulcza) (09/16/19 5:22 pm): All ESRM courses "not found" nearly through the approval process.

Gary Gunderman (ggunderm) (09/17/19 8:15 am): CIP Code is appropriate.

Key: 700