LETTER OF INTENT – 1

(New Certificate or Degree Program)

1. Institution submitting request: University of Arkansas Fayetteville
2. Education Program Contact person/title: Dr. Terry Martin, Vice Provost for Academic Affairs
3. Telephone number/e-mail address: (479) 575-2151/tmartin@uark.edu
4. Proposed Name of Certificate or Degree Program: Master of Applied Business Analytics
5. Proposed Effective Date: Fall 2020
6. Requested CIP Code: 52:1301
7. Program Description:

The Master of Applied Business Analytics (M.A.B.A) 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.

1. Mode of Delivery (mark all that apply):

**\_\_X\_\_\_On-Campus**

**\_\_ \_\_\_Off-Campus Location**

Provide address of off-campus location:

UA Campus - Blended Delivery

Provide a copy of the e-mail notification to other institutions in the state notifying them of the proposed program. Please inform institutions not to send the response to **“Reply All”**. If you receive an objection/concern(s) from an institution, reply to the institution and copy ADHE on the email. That institution should respond and copy ADHE. If the objection/concern(s) cannot be resolved, ADHE may intervene.

Submit copy of written notification to Higher Learning Commission (HLC) if notification required by HLC for a program offered at an off-campus location.

\_\_\_\_\_\_Indicate distance of proposed site from main campus.

**\_\_X\_\_Distance Technology** (50% of program offered by distance technology)

Submit copy of written notification to HLC if notification is required by HLC for a program offered by distance technology.

1. List existing certificate or degree programs that support the proposed program:

Enterprise Systems Graduate Certificate

MS, Statistics and Analytics

Master of Information Systems

1. President/Chancellor Approval Date: January 9, 2020
2. Academic Affairs Officer: James S. Coleman Date: January 9, 2020