

Date Submitted: 01/09/20 5:20 pm

Viewing: **WBUA-M : Business Analytics Minor for Business Majors**

Last approved: 04/02/18 2:26 pm

Last edit: 03/09/20 1:53 pm

Changes proposed by: kboston

Catalog Pages Using
this Program
[Information Systems \(ISYS\)](#)

Submitter: 7456 User ID: kboston Phone:

Program Status Active

Academic Level Undergraduate

Type of proposal Minor

Select a reason for this modification

Making Minor Changes to an Existing Degree (e.g. changing 15 or fewer hours, changing admission/graduation requirements, adding/changing Focused Study or Track)

Effective Catalog Year Fall 2021

College/School Code
Walton College of Business (WCOB)

Department Code
Department of Information Systems (ISYS)

Program Code WBUA-M

Degree Minor

CIP Code

In Workflow

1. WCOB Dean Initial
2. Director of Program Assessment and Review
3. Registrar Initial
4. Institutional Research
5. ISYS Chair
6. WCOB Curriculum Committee
7. WCOB Faculty
8. WCOB Dean
9. Global Campus
10. Provost Review
11. University Course and Program Committee
12. Faculty Senate
13. Provost Final
14. Provost's Office-- Notification of Approval
15. Registrar Final
16. Catalog Editor Final

Approval Path

1. 01/17/20 9:21 am
Karen Boston (kboston):
Approved for WCOB Dean Initial
2. 01/21/20 9:40 am
Alice Griffin (agriffin): Approved for Director of Program

Assessment and
Review

3. 01/22/20 5:39 pm
Lisa Kulczak
(lkulcza): Approved
for Registrar Initial
4. 01/23/20 8:16 am
Gary Gunderman
(ggunderm):
Approved for
Institutional
Research
5. 01/27/20 10:38 am
Rajiv Sabherwal
(rsabherw):
Approved for ISYS
Chair
6. 01/27/20 10:49 am
Karen Boston
(kboston):
Approved for WCOB
Curriculum
Committee
7. 02/05/20 1:42 pm
Karen Boston
(kboston):
Approved for WCOB
Faculty
8. 03/03/20 5:08 pm
Karen Boston
(kboston):
Approved for WCOB
Dean
9. 03/03/20 5:33 pm
Suzanne Kenner
(skenner): Approved
for Global Campus
10. 03/07/20 9:18 am
Terry Martin

(tmartin): Approved
for Provost Review

History

1. May 22, 2015 by
Karen Boston
(kboston)
2. Jun 2, 2015 by Lisa
Kulczak (lkulcza)
3. Apr 2, 2018 by Gina
Daugherty
(gdaugher)

52.1301 - Management Science.

Program Title

Business Analytics Minor for Business Majors

Program Delivery

Method

On Campus

Is this program interdisciplinary?

No

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

No

What are the total hours needed to complete the program? **15 na**

Program Requirements and Description

Requirements

Business Analytics Minor

The Walton College offers an interdisciplinary minor in Business Analytics. Analytics are currently used by many companies for applications ranging from strategic management of data to day operations to customer insights to

retail analytics to developing and maintaining a competitive edge. The minor requires completion of 15 hours of study with all of the upper division courses applied toward the minor taken in residence. The 15 hours include:

<u>ISYS 4193</u>	Business Analytics and Visualization	3
<u>ISYS 4293</u>	Business Intelligence	3
<u>ISYS 4393</u>	Seminar in Applied Business Analytics	3

Select two courses (6 hours) from the following: 6

ACCT 3543 ACCOUNTING ANALYTICS

Course ACCT 3543 ACCOUNTING ANALYTICS Not Found

<u>ISYS 4213</u>	ERP Fundamentals
<u>FINN 3013</u>	Financial Analysis
<u>ECON 4743</u>	Introduction to Econometrics
<u>ECON 4753</u>	Forecasting
<u>MGMT 4243</u>	Ethics and Corporate Responsibility
<u>MKTG 3633</u>	Marketing Research
<u>SCMT 3623</u>	PLAN: Inventory and Forecasting Analytics

Students who desire to earn a Business Analytics minor must notify the Walton College Undergraduate Programs Office of intent to pursue a minor. All requirements for a minor must be completed prior to the awarding of the student’s undergraduate degree. All specific course prerequisites must be met. Each student must have a 2.00 cumulative grade-point average in the courses offered for the minor. All upper division minor requirements must be taken in residence.

8-Semester Plan

Are Similar Programs available in the area?

No

Estimated Student Demand for Program 35

Scheduled Program Review Date n/a

Program Goals and Objectives

Program Goals and Objectives

This college minor is designed to give business majors (with application to their specific major) a foundation in 1) the gathering and management of transactional and informational data, 2) statistical methods used in data/business analytics, and 3) the effective application of data mining tools and techniques. Key program components include -

- Analytics – Foundational analytical & statistical techniques to gather, analyze, & interpret information – “What does the data tell us?”

Program Goals and Objectives

- Data – Store, manage, and present data for decision making – “How do I get the data – big data”
- Data Mining – Move beyond analytics to knowledge discovery and data mining – “Now, let’s use the data to build models; putting the data to work”

Learning Outcomes

Learning Outcomes

- Fundamentals of analytics, decision support, and estimation models
- Data management concepts
- Data mining
- Application to their major field of study

Description and justification of the request

Description of specific change	Justification for this change
Add ACCT 3543, Accounting Analytics to the list of course options. ACCT 3543, Accounting Analytics has been approved for fall 2020 but not yet entered into Courseleaf.	ACCT 3543, Accounting Analytics is a new course which aligns with the Business Analytics minor.

Upload attachments

Reviewer Comments

- Alice Griffin (agriffin) (01/21/20 9:37 am):** Inserted 15 credit hours in the total hours field.
- Alice Griffin (agriffin) (03/09/20 1:53 pm):** Changed effective date from fall 2020 to fall 2021.
The request will not complete the approval process in time for the fall 2020 catalog.
- Alice Griffin (agriffin) (03/09/20 1:53 pm):** Course in red has been approved.