Date Submitted: 08/27/21 1:58 pm

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

Last approved: 05/21/21 12:15 pm

Last edit: 08/27/21 1:58 pm

Changes proposed by: waldie

Catalog Pages Using
this Program

Applied Business Analytics (APBA)

Submitter: User ID: **waldie** ~~lkulcza~~   Phone:

2058 ~~7456~~

Program Status   Active

Academic Level   Graduate

Type of proposal   Major/Field of Study

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)

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 2022

College/School Code
        Walton College of Business (WCOB)

In Workflow

1. WCOB Dean Initial
2. GRAD Dean Initial
3. Director of Curriculum Review and Program Assessment
4. Registrar Initial
5. Institutional Research
6. ISYS Chair
7. WCOB Curriculum Committee
8. WCOB Faculty
9. ARSC Dean
10. EDUC Dean
11. WCOB Dean
12. Global Campus
13. Provost Review
14. University Course and Program Committee
15. Graduate Council
16. Faculty Senate
17. Provost Final
18. Registrar Final
19. Catalog Editor Final

Approval Path

1. 08/27/21 3:56 pm
   Alan Ellstrand
   (aellstra): Approved
   for WCOB Dean
   Initial
2. 08/27/21 4:12 pm
   Jim Gigantino
   (jgiganti): Approved

Department Code

    Department of Information Systems (ISYS)

Program Code   APBAMA

Degree   Master of Applied Business Analytics

CIP Code

    for GRAD Dean Initial

3. 08/27/21 4:37 pm Alice Griffin (agriffin): Approved for Director of Curriculum Review and Program Assessment

4. 09/09/21 1:54 pm Lisa Kulczak (lkulcza): Approved for Registrar Initial

5. 09/09/21 4:28 pm Doug Miles (dmiles): Approved for Institutional Research

6. 09/13/21 1:40 pm Rajiv Sabherwal (rsabherw): Approved for ISYS Chair

7. 09/13/21 7:35 pm Alan Ellstrand (aellstra): Approved for WCOB Curriculum Committee

8. 09/13/21 7:37 pm Alan Ellstrand (aellstra): Approved for WCOB Faculty

9. 09/14/21 10:38 am Jeannie Hulen (jhulen): Approved for ARSC Dean

10. 09/14/21 10:54 am Matthew Ganio (msganio):

Approved for EDUC
Dean

11. 09/14/21 11:39 am
    Alan Ellstrand
    (aellstra): Approved
    for WCOB Dean

12. 09/14/21 11:41 am
    Suzanne Kenner
    (skenner): Approved
    for Global Campus

13. 09/14/21 1:07 pm
    Ketevan
    Mamiseishvili
    (kmamisei):
    Approved for
    Provost Review

History

1. May 6, 2020 by
   Karen Boston
   (kboston)
2. May 26, 2020 by
   Lisa Kulczak (lkulcza)
3. May 21, 2021 by
   Lisa Kulczak (lkulcza)

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   N/A
Program over the
First 3 Years

List Courses Taught
by Adjunct Faculty

Upload
Memorandum of
Understanding Forms
(if required)

Program Requirements and Description

Requirements

Admission Requirements: Students must apply to and meet the admission <u>requirements</u> of the Graduate School of Business and be admitted by the departmental admissions committee.

~~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 graduatework."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-levelwork.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 foradmission.Other admissions criteria can be considered on a case by casebasis.~~**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, <u>ISYS 599V</u>.

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

SEVI 5213   Business Foundations for Entrepreneurs 1

SEVI 5313   Strategic Management

SEVI 5323   New Venture Development 1

SEVI 5413   New Venture Development II 1

MGMT 5613   Leadership and Organizational Behavior

MKTG 5223   Marketing

MKTG 5433   Consumer and Market Research

MKTG 5523   Marketing Analytics

MKTG 5563   Retail Strategy

SCMT 5633   Foundations for New Product Launch and Integrated Demand-Driven Value Networks

SCMT 5663   PLAN: Demand Planning and Inventory Operations

SCMT 5693   Supply Chain Performance Management and Analytics

Statistics and Educational Statistics and Research Elective Courses

ISYS 5203   Experimental Design

or ESRM 6413   Experimental Design in Education

ISYS 5723   Advanced Multivariate Analysis

or ESRM 6453   Applied Multivariate Statistics

General Elective (advisor approval)   3

Total Hours   30

1 Taking these three Entrepreneurship courses along with another approved course, will make the student eligible to apply for the Entrepreneurship 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/.

Are Similar Programs available in the area?

No

| Estimated Student Demand for Program | 20 |

| Scheduled Program Review Date | 2021-2022 |

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 of the request

Description of specific change	Justification for this change
Updated admissions language to reference the Graduate School of Business central admissions page.	Walton master's programs have adopted a standardized GMAT/GRE admissions waiver. This reference update is to centralize the admissions information.

Upload attachments

Reviewer Comments

Key: 700

Description of specific change	Justification for this change