

New Program Proposal

Date Submitted: 10/01/21 2:46 pm

Viewing: **HCBAMA : Healthcare Business**

Analytics, Master of Healthcare Business

Analytics

Last edit: 11/03/21 3:09 pm

Changes proposed by: waldie

Submitter:	User ID:	waldie	Phone:
2058			
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 2022		
College/School Code	Walton College of Business (WCOB)		
Department Code	Department of Information Systems (ISYS)		
Program Code	HCBAMA		
Degree	Master of Healthcare Business Analytics		
CIP Code			

In Workflow

1. WCOB Dean Initial
2. GRAD Dean Initial
3. Provost Initial
4. Director of Curriculum Review and Program Assessment
5. Registrar Initial
6. Institutional Research
7. ISYS Chair
8. WCOB Curriculum Committee
9. WCOB Faculty
10. EDUC Dean
11. ARSC Dean
12. WCOB Dean
13. Dean of University Libraries
14. Global Campus
15. Provost Review
16. University Course and Program Committee
17. Graduate Council
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. 10/01/21 2:47 pm
Alan Ellstrand
(aellstra): Approved
for WCOB Dean
Initial
2. 10/01/21 2:57 pm
Jim Gigantino
(jgiganti): Approved
for GRAD Dean
Initial
3. 10/08/21 8:42 am
Ketevan
Mamiseishvili
(kmamisei):
Approved for
Provost Initial
4. 10/11/21 3:17 pm
Alice Griffin
(agriffin): Approved
for Director of
Curriculum Review
and Program
Assessment
5. 10/13/21 5:38 pm
Lisa Kulczak
(lkulcza): Approved
for Registrar Initial
6. 10/13/21 5:45 pm
Doug Miles
(dmiles): Approved
for Institutional
Research

7. 10/14/21 8:41 am
Rajiv Sabherwal
(rsabherw):
Approved for ISYS
Chair
8. 10/14/21 8:55 am
Alan Ellstrand
(aellstra): Approved
for WCOB
Curriculum
Committee
9. 10/14/21 8:56 am
Alan Ellstrand
(aellstra): Approved
for WCOB Faculty
10. 10/19/21 4:33 pm
Matthew Ganio
(msganio): Rollback
to WCOB Faculty for
EDUC Dean
11. 10/24/21 7:53 pm
Alan Ellstrand
(aellstra): Approved
for WCOB Faculty
12. 10/25/21 11:18 am
Matthew Ganio
(msganio):
Approved for EDUC
Dean
13. 10/25/21 12:50 pm
Jeannie Hulen
(jhulen): Approved
for ARSC Dean
14. 10/25/21 12:50 pm
Alan Ellstrand
(aellstra): Approved
for WCOB Dean
15. 10/29/21 2:31 pm
Jason Battles
(jasonjb): Approved

for Dean of
 University Libraries
 16. 10/29/21 2:33 pm
 Suzanne Kenner
 (skenner): Approved
 for Global Campus
 17. 11/03/21 11:43 am
 Ketevan
 Mamiseishvili
 (kmamisei):
 Approved for
 Provost Review

51.2706 - Medical Informatics.

Program Title

Healthcare Business Analytics, Master of Healthcare Business Analytics

Program Delivery

Method

On Campus

Is this program interdisciplinary?

No

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

Yes

College(s)/School(s)

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

What are the total hours needed to complete the program? 30

Program Requirements and Description

Requirements

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

Requirements for the Master of Healthcare 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 M.H.B.A. 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.

Students will have the ability to apply healthcare business analytics, machine learning methods, prescriptive models, data, and computing to identify, assess, and seize the opportunity for data-driven value creation in the private and public sectors. The Master of Healthcare 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 M.H.B.A. 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.

Core Courses

24

[ESRM 5303 HEALTHCARE ANALYTICS FUNDAMENTALS](#) [Course ESRM 5303 HEALTHCARE ANALYTICS](#)

[FUNDAMENTALS Not Found](#)

[ISYS 5503](#)

Decision Support and Analytics

[ESRM 5823 HEALTHCARE BUSINESS ANALYTICS I](#)

[Course ESRM 5823 HEALTHCARE BUSINESS ANALYTICS I Not Found](#)

[ISYS 5833](#)

Data Management Systems

[ISYS 5843](#)

Seminar in Business Intelligence and Knowledge Management

[ESRM 5853 HEALTHCARE BUSINESS ANALYTICS II](#)

[Course ESRM 5853 HEALTHCARE BUSINESS ANALYTICS II Not Found](#)

[ISYS 599V](#)

Practicum Seminar

Select 6 hours from the following:

6

[ESRM 6423](#)

Multiple Regression Techniques for Education

[PBHL 5563](#)

Public Health: Practices and Planning

[STAT 5313](#)

Regression Analysis

[ISYS 5213](#)

ERP Fundamentals

[ISYS 5013](#)

Data and Cybersecurity

[ISYS 5023](#)

Data and System Security

[ISYS 5043](#)

Cybersecurity, Crime, and Data Privacy Law I

[ISYS 5173](#)

Blockchain Fundamentals

[ISYS 535V](#)

Internship Experience

ECON 5763

Economic Analytics

MKTG 5523

Marketing Analytics

SCMT 5693

Supply Chain Performance Management and Analytics

STAT 5353

Methods of Multivariate Analysis

Total Hours

30

Program Costs

The program will initially be operated with proposed grant funding for years 1 - 3. Start-up marketing and recruiting costs will initially be supported by the grant funding and the Sam M. Walton College of Business (WCOB). As program revenue is eventually generated, WCOB will use those funds to support the Co-Directors, new Administrative Assistant, and a Clinical/Teaching Faculty. The Dean's Office in the College of Education and Health Professions will use program revenue and other sources of funding to provide two faculty to assist with this program. These faculty may both be non-tenure track (i.e., Clinical/Teaching faculty) or one may be non-tenure track and one tenured/tenure-track. The Dean's Office in the Walton College of Business will use program revenue and other sources of funding to provide two faculty to assist with this program. These faculty may both be non-tenure track (i.e., Clinical/Teaching faculty) or one may be non-tenure track and one tenured/tenure-track.

Library Resources

No new library resources are being requested.

Instructional

Facilities

Two existing classrooms for Saturday classes plus Blackboard hosting of the curriculum.

Faculty Resources

4 new faculty positions--may be split among Tenure Track and Teaching Faculty as noted above.

List Existing Certificate or Degree Programs

that Support the Proposed Program

Program(s)
ISYSBS-BUAN - Information Systems: Business Analytics Concentration
APBAMA - Applied Business Analytics, Master of Applied Business Analytics
ENTSGC - Enterprise Systems Graduate Certificate
ESRMPH - Educational Statistics and Research Methods, Doctor of Philosophy
STANMS - Statistics and Analytics, Master of Science

Are Similar Programs available in the area?

No

Estimated Student 20
 Demand for Program
 Scheduled Program 2026-2027
 Review Date

Program Goals and
 Objectives

Program Goals and Objectives

The degree will address barriers and facilitators to adoption of new procedures in the healthcare environment, as well as how analytics can achieve modern healthcare system and patient goals: high-quality, responsive, affordable, and efficient care. This degree program is designed to provide professional preparation for positions in healthcare business, government, and public service.

Learning Outcomes

Learning Outcomes

Students will have the ability to apply healthcare business analytics, machine learning methods, prescriptive models, data, and computing to identify, assess, and seize the opportunity for data-driven value creation in the private and public sectors.

Description and Justification for this request

Description of request	Justification for request
Creating a new, inter-college master's degree program in partnership with COHEP.	To provide market expertise in managing increased role of data and analytics in the healthcare industry by leveraging cross-campus expertise between Walton and the College of Education and Health Professions.

Upload attachments

[HCBAMA - New Degree - Workforce Analysis Request Form.docx](#)

[HCBAMA - New Degree - Ltr of Intent.docx](#)

[HCBAMA - New Degree - Proposal.docx](#)

[HCBAMA - New Degree - Supporting Documentation.pdf](#)

Reviewer Comments

Alice Griffin (agriffin) (10/11/21 3:09 pm): Inserted anticipated approval dates and minor edits to supporting materials with input from submitter.

Alice Griffin (agriffin) (10/11/21 3:13 pm): Revised scheduled program review date.

Alice Griffin (agriffin) (10/11/21 3:17 pm): All three courses in red are pending UCPC approval.

Matthew Ganio (msganio) (10/19/21 4:33 pm): Rollback: Per conversations with Alan - making edits to wording regarding faculty resources from COEHP.

Alan Ellstrand (aellstra) (10/20/21 2:14 pm): Uploaded updated Supporting Documentation file to include Wen-Jou Lo's faculty vita.

Alan Ellstrand (aellstra) (10/20/21 6:42 pm): Changed proposal to on campus only.

Alan Ellstrand (aellstra) (10/21/21 4:01 pm): Update to provide more specific information on program cost information and update Letter of Intent to remove the off campus option.

Alan Ellstrand (aellstra) (10/22/21 10:22 am): Attached updated proposal with additional faculty and resource allocations between CoHEP and WCOB

Alan Ellstrand (aellstra) (10/22/21 2:19 pm): Made minor updates to Proposal attachment.

Ketevan Mamiseishvili (kmamisei) (11/03/21 11:36 am): Per e-mail from Associate Dean Ellstrand on 11/2/2021, I removed cross-listings from Healthcare Analytics Fundamentals and Healthcare Business Analytics I and II courses and converted them to only ESRM 5303, 5823, and 5853 courses. I also replaced PBHL 5213 with PBHL 5563.

Ketevan Mamiseishvili (kmamisei) (11/03/21 11:42 am): I also revised the Proposal to match the changes I made in Program Management.

Alice Griffin (agriffin) (11/03/21 3:03 pm): Inserted anticipated approval dates into the Proposal document. Also, removed duplicate CV from Supporting Documentation.

Alice Griffin (agriffin) (11/03/21 3:09 pm): Sent the Workforce Analysis Request form to Little Rock.