

## New Program Proposal

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

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

Last edit: 10/05/19 11:27 am

Changes proposed by: kboston

Submitter: User ID: kboston Phone: 5-4622

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  
52.1301 - Management Science.

Program Title

#### 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
- 22. 10/25/19 4:57 pm  
Alice Griffin  
(agriffin): Approved for University Course and Program Committee
- 23. 11/21/19 3:40 pm  
Pat Koski (pkoski): Approved for Graduate Committee

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 30  
hours needed to  
complete the  
program?

## On-line/Web-based Information

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Reason for offering  
Web-based Program

To provide opportunities for more students to pursue the degree.

Maximum Class Size 20  
for Web-based  
Courses

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

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### 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
<a href="#">ISYS 5213</a>	ERP Fundamentals	
Master of Applied Business Analytics Core Courses		15
<a href="#">ISYS 5103</a>	Data Analytics Fundamentals	
<a href="#">ISYS 5503</a>	Decision Support and Analytics	
<a href="#">ISYS 5833</a>	Data Management Systems	
<a href="#">ISYS 5843</a>	Seminar in Business Intelligence and	

Knowledge  
Management  
Practicum  
Seminar

Applied Analytics Electives

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 Analytics 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

FINN 5223

Management  
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

MGMT 5613

MKTG 5223

MKTG 5433

MKTG 5523

MKTG 5533

MKTG 5563

SCMT 5633

SCMT 5663

SCMT 5693

Statistics and Educational Statistics and Research Elective Courses

ISYS 5203

or ESRM 6413 EXPERIMENTAL DESIGN IN EDUCATION

ISYS 5623

or ESRM 6423 MULTIPLE REGRESSION TECHNIQUES FOR EDUCATION OR STAT 5313 REGRESSION ANALYSIS

Development  
II \*  
Leadership  
and  
Organizational  
Behavior  
Marketing  
Consumer  
and Market  
Research  
Marketing  
Analytics  
Strategic  
Category  
Management  
Retail Strategy  
Introduction  
to Supply  
Chain  
Management  
Retail and  
CPG Supply  
Chain  
Management  
Predictive  
Supply Chain  
Analytics

Experimental  
Design  
Course ESRM  
6413  
EXPERIMENTAL  
DESIGN IN  
EDUCATION Not  
Found

Multivariate  
Analysis  
Course ESRM  
6423 MULTIPLE  
REGRESSION  
TECHNIQUES  
FOR EDUCATION  
OR STAT 5313  
REGRESSION



ANALYSIS Not Found  
 Advanced  
 Multivariate  
 Analysis  
Course ESRM 6453 APPLIED MULTIVARIATE STATISTICS OR STAT 5353 METHODS OF MULTIVARIATE ANALYSIS Not Found

ISYS 5723

or ESRM 6453 APPLIED MULTIVARIATE STATISTICS OR STAT 5353 METHODS OF MULTIVARIATE ANALYSIS

General Elective (advisor approval)

3

Total Hours

30

\*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/>.

**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

<b>Program(s)</b>
ENTSGC - Enterprise Systems Graduate Certificate

<b>Program(s)</b>
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

<b>Description of request</b>	<b>Justification for request</b>
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.

**Alice Griffin (agriffin) (10/05/19 11:27 am):** Reviewed courses in red. They are in the approval workflow.