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 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
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
<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Name</th>
<th>Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>09/16/19</td>
<td>4:53 pm</td>
<td>Alice Griffin</td>
<td>Director of Program Assessment and Review</td>
</tr>
<tr>
<td>09/16/19</td>
<td>5:22 pm</td>
<td>Lisa Kulczak</td>
<td>Registrar Initial</td>
</tr>
<tr>
<td>09/17/19</td>
<td>8:16 am</td>
<td>Gary Gunderman</td>
<td>Institutional Research</td>
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<tr>
<td>09/17/19</td>
<td>10:17 am</td>
<td>Rajiv Sabherwal</td>
<td>ISYS Chair</td>
</tr>
<tr>
<td>09/17/19</td>
<td>12:16 pm</td>
<td>Karen Boston</td>
<td>WCOB Curriculum Committee</td>
</tr>
<tr>
<td>09/17/19</td>
<td>12:18 pm</td>
<td>Karen Boston</td>
<td>WCOB Faculty</td>
</tr>
<tr>
<td>09/18/19</td>
<td>1:13 pm</td>
<td>Jeannie Hulen</td>
<td>ARSC Dean</td>
</tr>
<tr>
<td>09/18/19</td>
<td>7:10 pm</td>
<td>Ketevan Mamiseishvili</td>
<td>EDUC Dean</td>
</tr>
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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

<table>
<thead>
<tr>
<th>College(s)/School(s)</th>
<th>College/School Name</th>
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<tbody>
<tr>
<td>Fulbright College of Arts and Sciences (ARSC)</td>
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<tr>
<td>College of Education and Health Professions (EDUC)</td>
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### 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

<table>
<thead>
<tr>
<th>Course delivery mode</th>
<th>Method(s)</th>
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<tbody>
<tr>
<td>Online</td>
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<table>
<thead>
<tr>
<th>Class interaction mode</th>
<th>Method(s):</th>
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<tbody>
<tr>
<td>E-mail</td>
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<tr>
<td>Blog</td>
<td></td>
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<tr>
<td>Electronic Bulletin Boards</td>
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**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 Program over the First 3 Years**
N/A

**List Courses Taught by Adjunct Faculty**

**Upload Memorandum of Understanding Forms (if required)**
Program Requirements and Description

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

**ISYS 5213**

Master of Applied Business Analytics Core Courses

**ISYS 5103**

**ISYS 5503**

**ISYS 5833**

**ISYS 5843**
ISYS 599V

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

ECON 5743

ECON 5753

ECON 5763

FINN 5173

FINN 5223

FINN 5333

ISYS 5173

ISYS 535V

ISYS 5713

MGMT 5213

MGMT 5313

MGMT 5323

MGMT 5413

Financial Statement Analysis for Executives
Introduction to Econometrics
Forecasting Economic Analytics
Energy Finance and Risk Management
Financial Markets & Valuation
Investment Theory and Management
Blockchain Fundamentals
Internship Experience
Seminar in IS Topics
Business Foundations for Entrepreneurs
* Strategic Management
New Venture Development
* 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
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 Enterpreneurship courses along with another approved course, will make the student eligible to apply for the Enterpreneurship 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

<table>
<thead>
<tr>
<th>Program(s)</th>
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<tbody>
<tr>
<td>ENTSGC - Enterprise Systems Graduate Certificate</td>
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Program(s)

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<tr>
<th>Program(s)</th>
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<tbody>
<tr>
<td>STANMS - Statistics and Analytics, Master of Science</td>
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<tr>
<td>INSYMI - Information Systems, Master of Information Systems</td>
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Are Similar Programs available in the area?
No

<table>
<thead>
<tr>
<th>Estimated Student Demand for Program</th>
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<tr>
<td>20</td>
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<table>
<thead>
<tr>
<th>Scheduled Program Review Date</th>
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<tr>
<td>2021-2022</td>
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</table>

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

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

<table>
<thead>
<tr>
<th>Description of request</th>
<th>Justification for request</th>
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<tbody>
<tr>
<td>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.</td>
<td>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.</td>
</tr>
</tbody>
</table>

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 indentation 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 1:45 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.

Key: 700