

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 Hkuleza** 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 Certificate or 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
14. 09/24/21 4:11 pm
Alice Griffin
(agriffin): Approved
for University
Course and Program
Committee
15. 10/26/21 1:33 am
Pat Koski (pkoski):
Approved for
Graduate Council

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 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

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.

~~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
ISYS 5213	ERP Fundamentals	
Master of Applied Business Analytics 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 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 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 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 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