

# 5500: BUSINESS DATA ANALYTICS CONCENTRATION - FLOATING

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## In Workflow

1. U Program Review (dforgacs@illinois.edu; eastuby@illinois.edu; aledward@illinois.edu)
2. 1902 Committee Chair (mwolter@illinois.edu; jloew@illinois.edu; dgonzal2@illinois.edu)
3. 1902 Head (cotnes@illinois.edu)
4. KM Grad Committee Chair (jloew@illinois.edu; lorenan@illinois.edu)
5. KM Committee Chair (dye1@illinois.edu)
6. KM Dean (peecher@illinois.edu; mlschltz@illinois.edu)
7. University Librarian (jpwilkin@illinois.edu)
8. Grad\_College (agrindly@illinois.edu; jch@illinois.edu; lowry@illinois.edu)
9. Provost (kmartens@illinois.edu)
10. Senate EPC (bjlehman@illinois.edu)
11. Senate (jtempel@illinois.edu)
12. U Senate Conf (none)
13. Board of Trustees (none)
14. IBHE (none)
15. DMI (eastuby@illinois.edu; aledward@illinois.edu; dforgacs@illinois.edu)

## Approval Path

1. Wed, 25 Mar 2020 21:43:49 GMT  
Deb Forgacs (dforgacs): Approved for U Program Review
2. Wed, 25 Mar 2020 21:45:08 GMT  
Jeffrey Loewenstein (jloew): Approved for 1902 Committee Chair
3. Wed, 25 Mar 2020 22:08:13 GMT  
Cele Otnes (cotnes): Approved for 1902 Head
4. Wed, 25 Mar 2020 22:11:47 GMT  
Jeffrey Loewenstein (jloew): Approved for KM Grad Committee Chair
5. Wed, 25 Mar 2020 22:15:15 GMT  
Michael Dyer (dye1): Approved for KM Committee Chair
6. Wed, 25 Mar 2020 22:18:50 GMT  
Mark Peecher (peecher): Approved for KM Dean
7. Wed, 25 Mar 2020 22:29:19 GMT  
John Wilkin (jpwilkin): Approved for University Librarian
8. Fri, 27 Mar 2020 19:58:36 GMT  
Allison McKinney (agrindly): Approved for Grad\_College
9. Fri, 27 Mar 2020 20:22:44 GMT  
Kathy Martensen (kmartens): Approved for Provost

## History

1. Aug 7, 2019 by Deb Forgacs (dforgacs)

Date Submitted: Wed, 25 Mar 2020 21:39:45 GMT

## Viewing: 5500 : Business Data Analytics Concentration - Floating

Changes proposed by: Lorena Nicholas

## Proposal Type

### Proposal Type:

Concentration (ex. Dietetics)

**This proposal is for a:**

Revision

Proposal Title:

**if this proposal is one piece of a multi-element change please include the other impacted programs here. *example: A BS revision with multiple concentration revisions***

The Business Administration department is proposing a revision to the Business Data Analytics concentration.

This is part of a multi-element change this program Business Data Analytics concentration key 785; with the revision to the Management, MS key 156; International Business Concentration key 839; and Technology Management concentration key 963.

**EP Control Number**

EP.20.146

**Official Program Name**

Business Data Analytics Concentration - Floating

**Effective Catalog Term**

Fall 2020

**Sponsor College**

Gies College of Business

**Sponsor Department**

Business Administration

**Sponsor Name**

Jeffrey Loewenstein, Associate Dean of Graduate Education

**Sponsor Email**

jloew@illinois.edu

**College Contact**

Lorena Nicholas

**College Contact Email**

lorenan@illinois.edu

## Program Description and Justification

### Justification for proposal change:

We are proposing to update the list of classes offered to meet the concentration requirements and increase flexibility for students in how they attain the concentration. Students will still need to complete 12 credit hours and the courses must still be approved by the Business Administration Department.

The current Business Data Analytics Concentration requires students to enroll in one course in each of three areas of analytics (Customer, Operation and Supply Chain, and Information Systems). The approach to dividing classes into three areas has been confusing and restrictive for students pursuing this concentration. It is also limiting now that we have analytics classes in other areas beyond these three. Thus, we are proposing to eliminate the areas and just offer a list of approved courses for earning this concentration.

We have grown the number and variety of courses in business data analytics. As a result, we can offer students more flexibility in how they assemble a business analytics concentration suited to their interests and other program coursework. Rather than asking students to choose from a narrow list of courses and have them take just one course in one of three categories, it would benefit students to allow them to take multiple courses within an area as well as take classes in areas beyond these three. Consequently, we propose allowing students to select three courses from a list of analytics courses.

### Is this program interdisciplinary?

No

### Corresponding Program(s):

Corresponding Program(s)
Business Administration, MBA (Full-Time)
Business Administration, MBA (part-time)
Business Administration, MS
Technology Management, MS
Management, MS

### Academic Level

Graduate

### Additional concentration notes (e.g., estimated enrollment, advising plans, etc.)

This proposed change will allow the students more flexibility in selecting courses to meet the requirements of the Business Data Analytics concentration.

### Is This a Teacher Certification Program?

No

### Will specialized accreditation be sought for this program?

No

## Enrollment

Describe how this revision will impact enrollment and degrees awarded.

We anticipate the same number of students earning this concentration.

## Delivery Method

Is this program available on campus and online?

No

This program is available:

On Campus

## Budget

Are there budgetary implications for this revision?

No

Will the program or revision require staffing (faculty, advisors, etc.) beyond what is currently available?

No

### Additional Budget Information

There are no additional budgetary needs for making these changes to the concentration.

## Resource Implications

Facilities

Will the program require new or additional facilities or significant improvements to already existing facilities?

No

Technology

Will the program need additional technology beyond what is currently available for the unit?

No

Non-Technical Resources

**Will the program require additional supplies, services or equipment (non-technical)?**

No

## Resources

Faculty Resources

**Please address the impact on faculty resources including any changes in numbers of faculty, class size, teaching loads, student-faculty ratios, etc. Describe how the unit will support student advising, including job placement and/or admission to advanced studies.**

There should be no impact on teaching load for faculty, these courses are already offered as electives for graduate programs in the College.

Admissions/Advising/Career Services

Gies College of Business has a complete unit dedicated to servicing graduate programs. The unit is overseen by the Associate Dean of Graduate Education. Additionally, there is a Director of Admissions and Recruiting and a Director of Administration who both supervise the staff teams providing recruiting, admission and student services, including all academic advising and support. The unit is well prepared to continue to support this in-residence program.

Gies Career Services offers a variety of job search assistance to students. Students will have a team career advisors and peer career advisors accessible through drop in services and scheduled appointments. The team offers advice on resume development, cover letters, job search tools, application documents, international resources, and case interviewing. Throughout the academic year in person workshops are offered along side subscription resources that can be accessed 24/7. Gies offers numerous resources to engage both domestic and international employers through career fairs, job boards, on campus recruiting activities, corporate visits, and virtual recruiting. Per MBACSEA standards services are provided to students up until six months after graduation.

Library Resources

**Describe your proposal's impact on the University Library's resources, collections, and services. If necessary please consult with the appropriate disciplinary specialist within the University Library.**

There should be no impact on library resources from making these changes to the concentration.

Instructional Resources

**Will there be any reduction in other course offerings, programs or concentrations by your department as a result of this new program/proposed change?**

No

**Does this new program/proposed change result in the replacement of another program?**

No

**Does the program include other courses/subjects impacted by the creation/revision of this program?**

No

## Financial Resources

**How does the unit intend to financially support this proposal?**

The classes are already offered and supported by existing faculty; advising is also already supported by staff in the graduate programs office.

**Will the unit need to seek campus or other external resources?**

No

**Is this program requesting self-supporting status?**

No

## Program Regulation and Assessment

**Briefly describe the plan to assess and improve student learning, including the program's learning objectives; when, how, and where these learning objectives will be assessed; what metrics will be used to signify student's achievement of the stated learning objectives; and the process to ensure assessment results are used to improve student learning. (Describe how the program is aligned with or meets licensure, certification, and/or entitlement requirements, if applicable).**

The courses for this concentration will be reviewed as part of the overall graduate programs annual review of learning outcomes and AACSB reporting.

**Is the career/profession for graduates of this program regulated by the State of Illinois?**

No

## Program of Study

"Baccalaureate degree requires at least 120 semester credit hours or 180 quarter credit hours and at least 40 semester credit hours (60 quarter credit hours) in upper division courses" (source: <https://www.ibhe.org/assets/files/PrivateAdminRules2017.pdf>). For proposals for new bachelor's degrees, if this minimum is not explicitly met by specifically-required 300- and/or 400-level courses, please provide information on how the upper-division hours requirement will be satisfied.

**All proposals must attach the new or revised version of the Academic Catalog program of study entry. Contact your college office if you have questions.**

### Revised programs

BDA Concentration Proposed changes for program of study.docx  
Side by Side Business Data Analytics.docx

**Attach a side-by-side comparison with the existing program AND, if the revision references or adds "chosed-from" lists of courses students can select from to fulfill requirements, a listing of these courses, including the course rubric, number, title, and number of credit hours.**

Catalog Page Text

**Catalog Page Text: Description of program for the catalog page. This is not official content, it is used to help build the catalog pages for the program. Can be edited in the catalog by the college or department.**

Business Data Analytics Concentration  
for the Graduate Concentration in Business Data Analytics

The concentration in Business Data Analytics is designed to develop managers who understand how to leverage data to innovate and make decisions.

The concentration is open to students enrolled in  
Management, MS,  
Technology Management, MS,  
Business Administration, MS  
Business Administration, MBA (full-time)  
Business Administration, MBA (part-time)

This concentration requires twelve graduate hours of Business Data Analytics coursework. Successful completion of the concentration assumes certain knowledge of business and prior coursework.  
Admission to the concentration requires a Graduate Student Request Form submitted to the Department and Graduate College and enrollment in a Gies College of Business graduate program or other graduate approved for the concentration. Admission is limited, and acceptance is considered based on a student's academic standing and space availability.

**Statement for Programs of Study Catalog**

Code	Title	Hours
<b>Business Data Analytics Courses</b>		<b>12</b>
Choose 12 hours from:		
BADM 590	Consumer Analytics	
BADM 590	Social Media Analytics	
BADM 554	Enterprise Database Management	4
BADM 557	Dec Support and Knowledge Mgt	
BADM 590	Data and Visual Analytics	
<b>In addition, students pursuing this concentration will be required to select an analytics-related project in their Practicum or an equivalent course.</b>		
BADM 562	Social Media Strategy	
BADM 571	Digital Business & IT Strategy	
BADM 573	Decision Analytics	
BADM 575	Supply Chain Analytics	
BADM 577	Predictive Data Analytics	
Course substitutions may be approved by the Department of Business Administration.		
BADM 590	Predictive Data Analytics	
BADM 590	Business Process Improvement	

3. Information Systems

**Other Requirements**

Requirement	Description
Minimum 500-level Hours Required Overall	4
Minimum GPA	2.75

**EP Documentation**

**Attach Rollback/Approval Notices**

ep20146\_email to sponsor\_20200323.pdf

## **DMI Documentation**

### **Banner/Codebook Name**

Business Data Analytics

### **Program Code:**

5500

### **Conc Code**

5500

### **Program Reviewer Comments**

**Barbara Lehman (bjlehman) (Tue, 24 Mar 2020 19:59:36 GMT):**Rollback: rollback. See attached email

Key: 785



Current		Proposed		
Code - Title	Hours	Code	Title	Hours
Select four hours of course work from each of the three areas below:	12	Chose any combination of courses below that total 12 hours		12
1. Customer		BADM 554 Enterprise Database Management		
<a href="#">BADM 590 Consumer Analytics</a>		<a href="#">BADM 557 Decision Support and Knowledge Management</a>		
<a href="#">BADM 590 Social Media Analytics</a>		BADM 562 Social Media Strategy		
2. Operation and Supply Chain		BADM 571 Digital Business and IT Strategy		
<a href="#">BADM 590 Predictive Data Analytics</a>		BADM 573 Decision Analytics		
<a href="#">BADM 590 Business Process Improvement</a>		BADM 575 Supply Chain Analytics		
3. Information Systems		BADM 577 Predictive Data Analytics		
<a href="#">BADM 554</a> Enterprise Database Management		<i>Course substitutions may be approved by the Department of Business Administration.</i>		
<a href="#">BADM 557</a> Dec Support and Knowledge Mgt				
<a href="#">BADM 590</a> Data and Visual Analytics				
<b>In addition, students pursuing this concentration will be required to select an analytics-related project in their Practicum or an equivalent course.</b>				

Proposal: Business Data Analytics Concentration (EP 20.146.)

**Proposed Changes and Justification:**

We are proposing to update the list of classes offered to meet the concentration requirements and increase flexibility for students in how they attain the concentration. Students will still need to complete 12 credit hours and the courses must still be approved by the Business Administration Department.

Commented [LJ1]: I don't understand this part. I must be missing something!

The current Business Data Analytics Concentration requires students to enroll in one course in each of three areas of analytics (Customer, Operation and Supply Chain, and Information Systems). The approach to dividing classes into three areas has been confusing and restrictive for students pursuing this concentration. It is also limiting now that we have analytics classes in other areas beyond these three. Thus, we are proposing to eliminate the areas and just offer a list of approved courses for earning this concentration.

**Current vs. Proposed Comparison**

Current Concentration	Proposed Concentration ( <b>changes in bold</b> )
This concentration is optional for these programs: Business Administration, MBA Business Administration, MS Technology Management, MS	This concentration is optional for these programs: Business Administration, MBA Business Administration, MS Technology Management, MS <b>Management, MS</b>
The concentration in Business Data Analytics is designed to develop leaders in various business fields who understand (1) how to leverage data to identify new customer segments and market; (2) how to optimize the supply chain and logistics; and (3) how to collect, manipulate, and visualize data for business decisions. The concentration will develop skills using data as a foundation for sound decision making in business.	The concentration in Business Data Analytics is designed to develop <b>managers who understand how to leverage data to innovate and make decisions.</b>
This concentration requires twelve graduate hours of Business Data Analytics related coursework and completion of an analytics-related project in their Practicum or an equivalent course. Successful completion of the concentration assumes certain knowledge of business and prior coursework.	This concentration requires twelve graduate hours of Business Data Analytics <b>coursework.</b> Successful completion of the concentration assumes certain knowledge of business and prior coursework. <b>Admission to the concentration requires a Graduate Student Request Form submitted to the Department and Graduate College and admission to one of the programs approved for the concentration. Admission is limited, and acceptance is considered based on a student's academic standing and space availability.</b>
Required hours: 12	Required hours: 12

## Program of Study

### Current

Code	Title	Hours
<b>Select four hours of course work from each of the three areas below:</b>		<b>12</b>
1. Customer		
<a href="#">BADM 590</a>	Consumer Analytics	
<a href="#">BADM 590</a>	Social Media Analytics	
2. Operation and Supply Chain		
<a href="#">BADM 590</a>	Predictive Data Analytics	
<a href="#">BADM 590</a>	Business Process Improvement	
3. Information Systems		
<a href="#">BADM 554</a>	Enterprise Database Management	
<a href="#">BADM 557</a>	Dec Support and Knowledge Mgt	
<a href="#">BADM 590</a>	Data and Visual Analytics	
<b>In addition, students pursuing this concentration will be required to select an analytics-related project in their Practicum or an equivalent course.</b>		

### Proposed

Code	Title	Hours
<b>Chose any combination of courses below that total 12 hours</b>		<b>12</b>
BADM 554	Enterprise Database Management	
BADM 557	Decision Support and Knowledge Management	
BADM 562	Social Media Strategy	
BADM 571	Digital Business and IT Strategy	
BADM 573	Decision Analytics	
BADM 575	Supply Chain Analytics	
BADM 577	Predictive Data Analytics	
<i>Course substitutions may be approved by the Department of Business Administration.</i>		

**From:** [Zilles, Craig](#)  
**To:** [Loewenstein, Jeffrey](#); [Nicholas, Lorena K](#)  
**Cc:** [Lehman, Barbara J](#)  
**Subject:** Revision request for EP 20.146 - Business Data Analytics Concentration - Floating  
**Date:** Monday, March 23, 2020 4:47:35 PM

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Prof. Loewenstein, Nicholas -

As a sub-committee chair for Educational Policy, I'm asking you to revise EP 20.146. (Barb, cc'ed will roll it back for you.) For a revision to go smoothly through EdPol, we need 4 things:

1. A textual description of what changes are proposed.
2. An explanation of why the changes are being made (explaining how the change benefits/impacts stakeholders, e.g., students)
3. A before-after comparison document, so we can easily verify 1 and reason about 2.
4. Everything to be self-consistent

With these in place, members of my subcommittee and I can process these proposals in < 10 minutes. I'm trying to make this clear because a number of the proposals coming out of Gies are failing to give us the necessary information, requiring us to pull things up in the catalog to try to make sense of what the current state of the art is.

In particular, EP 20.146 is missing a comparison document and in the provided attachment (PROGRAM OF STUDY Business Data Analytics concentration.docx) BADM 590 Seminar in Business Administration is listed as an option for the concentration, but in the Statement for Programs of Study Catalog it is not.

I understand that this paperwork is tedious to produce, but if you provide the necessary information, we can get it approved quickly through EdPol.

— Craig