New Proposal

Date Submitted: 06/17/24 10:00 am

Viewing: **: Business Analytics Minor, UG**

Last edit: 10/01/24 2:25 pm

Changes proposed by: Brian Fulton

In Workflow

1. **U Program Review**
2. **1902 Committee Chair**
3. **1902 Head**
4. **KM Committee Chair**
5. **KM Dean**
6. **University Librarian**
7. **COTE Programs**
8. **Provost**
9. **Senate EPC**
10. Senate
11. U Senate Conf
12. Board of Trustees
13. IBHE
14. HLC
15. DMI

Approval Path

1. 07/01/24 2:54 pm
   Donna Butler
   (dbutler):
   Approved for U
   Program Review
2. 07/01/24 2:56 pm
   Brian Fulton
   (bfulton):
   Approved for 1902
   Committee Chair
3. 07/02/24 7:14 am
   Carlos Torelli
   (ctorelli):
   Approved for 1902
   Head
4. 07/15/24 10:33
   am
   Mitch Fisher
   (mfisher6):
   Approved for KM
   Committee Chair

Proposal Type

Proposal Type:
  Minor (ex. European Union Studies)

Administration Details

Official Program Name	Business Analytics Minor, UG
Diploma Title	Business Analytics Minor
Sponsor College	Gies College of Business
Sponsor Department	Business Administration
Sponsor Name	Carlos Torelli
Sponsor Email	ctorelli@illinois.edu
College Contact	Nehemiah Scott	College Contact Email
	nehemiah@illinois.edu
College Budget Officer	Gina Oleynichak
College Budget Officer Email	goleynic@illinois.edu

List the role for rollbacks (which role will edit the proposal on questions from EPC, e.g., Dept Head or Initiator) and/or any additional stakeholders. Purpose: List here who will do the editing work if proposal needs rolled back. And any other stakeholders.

Initiator: Brian Fulton, bfulton@illinois.edu

Does this program have inter-departmental administration?

No

Proposal Title

Effective Catalog Term   Spring 2025

Proposal Title (either Establish/Revise/Eliminate the Degree Name in Program Name in the College of XXXX, i.e., Establish the Bachelor of Science in Entomology in the College of Liberals Art and Sciences, include the Graduate College for Grad Programs)

Establish the Undergraduate Minor in Business Analytics in the Gies College of Business

Does this proposal have any related proposals that will also be revised during the next 6 weeks? Consider Majors, Minors, Concentrations & Joint Programs in your department. Please know that this information is used administratively to move related proposals through workflow efficiently. Example: If you are revising the BS proposal and one related concentration within the next 6 weeks, "This BS proposal (key 567) is related to the Concentration A proposal (key 145)."

Program Justification

Provide a brief justification of the program, including highlights of the program objectives, and the careers, occupations, or further educational opportunities for which the program will prepare graduates, when appropriate.

Business Analytics has grown in importance and interest in every industry and across the globe. Every firm is applying data analytics in key business processes across their value chain. These developments make it imperative that business undergraduate students have the opportunity, through the Business Analytics minor, to develop expertise in applying analytics beyond what is offered by the existing business core courses.

With a Minor in Business Analytics, students in any business major can gain a competitive advantage in the marketplace. The Minor will be a valuable signal of data-analytics capability to recruiters. This Minor will also make our students highly desirable to a wider spectrum of firms and graduate programs

Please include how the proposed minor requires some depth in the subject, but not as extensive as the major.

The Business Analytics Minor is designed to provide business undergraduate students with a basic understanding of key business analytics concepts, skills, and tools. Specifically, students will learn the theories and techniques pertaining to Business Analytics. The Business Analytics Minor will be useful for students pursuing various business majors, who are seeking to add analytics and data-driven expertise that will be useful in their careers. The Business Analytics Minor requires students to complete six courses as detailed in the Requirements section in this document.

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 outside of the sponsoring department impacted by the creation/revision of this program?

Yes

Courses outside of the sponsoring department/interdisciplinary departments
ACCY 302 - Decision Making for Atg
FIN 464 - Applied Financial Analysis

Please attach any letters of support/acknowledgement for any Instructional Resources consider faculty, students, and/or other impacted units as appropriate.

FIN letter.pdf
ACCY letter.pdf

Program Regulation and Assessment

Plan to Assess and Improve Student Learning

Illinois Administrative Code: 1050.30(b)(1)(D) Provision is made for guidance and counseling of students, evaluations of student performance, continuous monitoring of progress of students toward their degree objectives and appropriate academic record keeping.

List the program's student learning outcomes. Each outcome should identify what students are expected to know and/or be able to do upon completing this program.

The program will help students in:

1. Understanding of the business core, including statistics and data management, creating ability to align different functional contexts with business analytics

2. Gaining proficiency in technical aspects of business analytics, including programing and communicating with data.

3. Developing analytical and critical thinking, ability to synthesize data and information related to business processes and problems.

4. Navigating the complexities of non-conscious biases in data collection and analysis, and ethics of using sources and techniques, such as data privacy and artificial intelligence.

5. Applying business analytics concepts focused one or more business functions, such as marketing, finance, supply chain, accounting, etc.

Describe how, when, and where these learning outcomes will be assessed.

Describe here:

The students will be assessed in each course included the business analytics minor program curriculum through:

1. Assignments, quizzes, problem sets, and exams within each of the courses that are included in the curriculum for the business analytics minor.

2. In-class exercises for designing dashboards using visualization techniques, machine learning and predictive analytics.

3. Team activities, such as role playing, peer evaluation with real-world business data accessed from open sources.

4. Class projects, coding hackathons, and case study competitions, that include real life business cases, simulations and scenarios.

Identify faculty expectations for students' achievement of each of the stated student learning outcomes. What score, rating, or level of expertise will signify that students have met each outcome? Provide rating rubrics as necessary.

Faculty expectations will be for the students to attain passing grades for each course included in the curriculum for the business analytics minor, and maintain the required GPA as per the college and university policies.

Explain the process that will be implemented to ensure that assessment results are used to improve student learning.

Business analytics minor director will annually review the program to ensure alignment with program goals, and the needs of the market. The minor director will track student performance in each of the courses to identify areas for continuous improvement and updates.

Program
Description and
Requirements
Attach Documents

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/PublicAdminRules2017.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.

An undergraduate minor should consist of at least 16 - and no more than 21 hours - of course work, with at least 6 hours of 300- or 400- level courses. Except for clearly remedial offerings, prerequisite courses within the sponsoring unit count towards the total; prerequisite courses outside the sponsoring unit do not count toward this total. The unit sponsoring the minor and that unit's college may set educationally necessary prerequisites for eligibility for the minor within these constraints. Does this proposal meet these criteria?

Yes

Attach Program of Study-related information such as sample sequences (for undergraduate programs) or college-level forms.

Catalog Page Text - Overview Tab

Description of program for the catalog page. This is not official content, it is used to help build the new catalog page for the program. Can be edited in the catalog by the college or department.

The Business Analytics Minor is designed to provide business undergraduate students with a basic understanding of key business analytics concepts, skills, and tools. This Minor will be useful for students pursuing various business majors, who are seeking to add analytics and data-driven expertise that will be useful in their careers.

Statement for Programs of Study Catalog

The Business Analytics Minor requires students to complete six courses for 18 credit hours. Five courses (15 credit hours) are required and one elective course will be chosen from a list of options for the sixth course (3 hours) for a total of 18 credit hours.

Course List

Code	Title	Hours
Required Courses		
BADM 352	Database Design and Management	3
BADM 356	Data Science and Analytics	3
BADM 358	Big Data Platforms	3
BADM 373	Quantitative Foundations for Business Analytics	3
BADM 374	Management Decision Models	3
Total Required Hours		15

Course List

Code	Title	Hours
Elective Courses		
Select any one (1) course		

Code	Title	Hours
BADM 336	Modeling the Supply Chain	3
BADM 351	Social Media Strategy	3
BADM 361	Marketing Analytics	3
BADM 362	Introduction to Consumer Analytics	3
BADM 379	Business Process Improvement	3
BADM 453	Business Intelligence	3
ACCY 302	Decision Making for Atg	3
FIN 464	Applied Financial Analysis	3
Total Elective Hours		3

Course List

Code	Title	Hours
Minimum Total Hours		18

Program Features

Academic Level   Undergraduate

Is this minor?
   An interdisciplinary study focusing on a single theme

Is This a Teacher Certification Program?
                        No

Will specialized accreditation be sought for this program?

   No

Other than certification via the students' degree audits, is there any additional planned mechanism to award/honor successful completion of the minor?
                        No

Delivery Method

This program is available:
   On Campus - Students are required to be on campus, they may take some online courses.

Enrollment

Will the department limit enrollment to the minor?
                  Yes

Describe how the department will monitor the admission to/enrollment in the minor.
                  The enrollment will be limited to students in the Gies College of Business.

Are there any prerequisites for the proposed minor?
                        Yes

List the prerequisites including course titles and number of credit hours for each prerequisite course, and whether or not these prerequisites count in the total hours required for the minor.

BADM 210 Business Analytics I (3 credit hours) and BADM 211 Business Analytics II (3 credit hours) These courses will not count towards the total hours required for the minor because they are two of the classes in the Business Core curriculum required for all Gies College of Business students. BADM 352 Database Design and Management (3 credit hours) is a prerequisite for BADM 358 Big Data Platforms (3 credit hours) and is included in the total hours required for the minor.

Number of Students in Program (estimate)

| Year One Estimate | 50 | 5th Year Estimate (or when fully implemented) | 150 |

Budget

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

Yes

Please explain/describe:

Students enrolled in the minor will be advised by the Department of Business Administration's Academic Coordinator-Student Advisor. Advising will include admission requirements and protocols, course selection, requirements, related questions, and issues.

Additional Budget Information

Attach File(s)

Financial Resources

How does the unit intend to financially support this proposal?

Increased enrollments will cover the cost of the staffing.

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

No

Attach letters of support

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.

Gies College of Business will work with our specialist, Becky Smith, and the library on any additional commercial or subscription resources needed for the BA minor curriculum.

EP Documentation

EP Control Number	EP.25.010
Attach Rollback/Approval Notices	ep25010_email from librarian re library resources_20240916.pdf ep25010_email from sponsor re library resources_20240916.pdf
This proposal requires HLC inquiry	No

DMI Documentation

Attach Final Approval Notices

Banner/Codebook Name

Program Code:

Minor Code	Conc Code	Degree Code	Major Code

Senate Approval Date

Senate Conference Approval Date

BOT Approval Date

IBHE Approval Date

HLC Approval Date

DOE Approval Date

Effective Date:

Attached
Document
Justification for
this request

Program Reviewer   **Brooke Newell (bsnewell) (06/17/24 8:21 am):** Rollback: Message sent to Brian
Comments   Fulton