SPECIAL REPORT

of the

GRADUATE COUNCIL

concerning a

NEW CONCENTRATION:
MASTER IN BUSINESS ADMINISTRATION (MBA)
WITH A FOCUS IN BUSINESS ANALYTICS

Presented at the
756th Regular Meeting of the Faculty Senate
March 10, 2016

COUNCIL MEMBERSHIP

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The Academic Standards and Curriculum Committee (ASCC) met on February 3, 2016 and reviewed the proposal for a new Concentration – Master in Business Administration (MBA) with a Focus in Business Analytics. The ASCC recommended this proposal for approval.

At its meeting on Wednesday, February 10, 2016, the Graduate Council unanimously approved the new Concentration – Master in Business Administration (MBA) with a Focus in Business Analytics, proposal #2295 in the Course and Curriculum Management System.

MOTION: That the Faculty Senate approve the new Concentration – Master in Business Administration (MBA) with a Focus in Business Analytics, as presented in Sen. Doc. No. 16-042.
Proposal Development

A. Briefly describe the Proposal.

The proposed MBA with a Focus in Business Analytics will be offered by Isenberg School of Management Professional Programs at the University of Massachusetts Amherst. The MBA with a Focus in Business Analytics program will be administered both face-to-face and online (with some courses being offered both in Amherst as well satellite campuses) and requires the completion of nine (9) credit hours of designated graduate-level courses.

B. Provide a brief overview of the process for developing the Proposal.

The Professional Programs office in the Isenberg School of Management met with all of the department chairs to discuss the long-term viability for offering an MBA with a Focus in Business Analytics. A set of courses that are currently being offered were identified that would meet the core requirements for this focus and that could be effectively sourced and delivered on a consistent basis by the various departments. Before submitting the proposal for Faculty Senate Approval, it was sent to Dean Mark Fuller for review.

Purpose and Goals

Describe the proposal’s purpose and the particular knowledge and skills to be acquired.

The proposed MBA with a Focus in Business Analytics can be targeted toward anyone with an interest in advancing their knowledge in the area of business analytics and its associated applications (e.g., data sourcing/extraction, data visualization, data-driven strategic decision-making, etc.). Students will acquire core knowledge/skills that will allow them to understand and address current trends/issues in business analytics. Specific knowledge and skills include (but are not limited to) statistical analysis, business intelligence, process tracking/improvement, and context-specific key performance indicators.

Resources

If this proposal requires no additional resources, say so and briefly explain why. If this proposal requires additional resources, explain how they will be paid for. For proposals involving instruction, indicate how many new enrollments are expected and whether the courses have room to accommodate them.

This proposal requires NO additional resources as all of the courses will be sourced on an additional compensation basis by existing faculty in the Isenberg School of Management or by affiliated experts who are either academically or professionally qualified. Expected enrollment is difficult to gauge. The Isenberg School of Management and the Isenberg MBA have a very strong reputation and we expect to see significant domestic as well as international interest in the MBA with a Focus in Business Analytics – conservatively, we are expecting an initial enrollment of 10-15 students in 2016.
**Curriculum**

*Provide a curriculum outline showing degree program requirements, requirements of any existing concentrations, requirements of proposed concentration, and how they relate. You may include this outline and any additional documents as attachments.*

Required Curriculum: To satisfy the requirements for earning an MBA with a Focus in Business Analytics, students must take the core MBA curriculum (34 credit hours) as well as 9 credit hours of Business Analytics electives for a total of 43 credit hours.

**MBA Core Courses (34 credits required):**

- SCH-MGMT 632 Strategic Information Management (3-Credits)
- SCH-MGMT 633 Financial and Managerial Accounting (4-Credits)
- SCH-MGMT 640 Corporate Finance (3-Credits)
- SCH-MGMT 644 Economic Analysis for Managers (3-Credits)
- SCH-MGMT 650 Business Data Analysis and Statistical Methods (3-Credits)
- SCH-MGMT 660 Marketing Strategy (3-Credits)
- SCH-MGMT 670 Operations Management (3-Credits)
- SCH-MGMT 680 Leadership and Organizational Behavior (3-Credits)
- SCH-MGMT 689 Organizational Strategy (3-Credits)
- SCH-MGMT 770 Human Resource Management (3-Credits)
- SCH-MGMT 783 Business Law (3-Credits)

**MBA Business Analytics Electives (9 credits required):**

- SCH-MGMT 697BA Business Intelligence and Analytics (3-Credits)
- SCH-MGMT 697EC Special Topics-Rethinking eCommerce: Intro to Digital Business Strategy and Metrics (3-Credits)
- SPORTMGT 697D Special Topics-Sport Analytics (3-Credits)
- SCH-MGMT 697ML Special Topics- Social Media Management, Leadership, and Strategies (2-Credits)
- SCH-MGMT 797QA Special Topics – Quality Analytics (1 or 2-Credits)
- SCH-MGMT 697WA Web Analytics and SEO (3-Credits)
- SCH-MGMT 697MP Six Sigma (1-Credit)
- SCH-MGMT 697SD Six Sigma (1-Credit)
- SCH-MGMT 697LP Six Sigma (1-Credit)
- SCH-MGMT 698 Practicum (3-Credits)
- SCH-MGMT 752X Deterministic Models – Business Process Optimization (3-Credits)

This is not an exhaustive list of electives. Any courses offered by the Isenberg School of Management or another school or college at UMass Amherst that have an appropriate focus on business analytics are eligible to count as credit towards a Focus in Business Analytics.