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| For Academic Affairs and Research Use Only | |
| Proposal Number |  |
| CIP Code: |  |
| Degree Code: |  |

**Program Modification Form**

**[x] Undergraduate Curriculum Council**

**[ ] Graduate Council**

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| **Modification Type: [ ]Admissions, [x]Curricular Sequence, or [ ]Other** |

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

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| |  |  | | --- | --- | | Kelly Fish | 9/22/2020 |   **Department Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **COPE Chair (if applicable)** |
| |  |  | | --- | --- | | James Doering | 9/22/2020 |   **Department Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Head of Unit (if applicable)** |
| |  |  | | --- | --- | | Melodie Philhours | 9/22/2020 |   **College Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Undergraduate Curriculum Council Chair** |
| |  |  | | --- | --- | | Mary Elizabeth Spence | 9/16/2020 |   **Office of Assessment** *(only for changes impacting assessment)* | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Graduate Curriculum Committee Chair** |
| |  |  | | --- | --- | | Melody Lo | 9/22/2020 |   **College Dean** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Vice Chancellor for Academic Affairs** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **General Education Committee Chair (if applicable)** |  |

1. **Contact Person** (Name, Email Address, Phone Number)

Patricia Quinn Robertson Johnston, Interim Associate Dean, Neil Griffin College of Business; [probertson@astate.edu](mailto:probertson@astate.edu); 870-972-2300

1. **Proposed Change** (for undergraduate curricular changes please provide an 8-semester plan (appendix A), if applicable)
2. Remove CIT 3523 Operations Management from Business Core for all B.S. degrees in the Neil Griffin College of Business (NGCOB); and
3. Add CIT 3553 Foundation of Business Analytics to the Business Core for all B.S. degrees in the NGCOB. See Appendix A for 8-semester plans for each of these B.S. degrees.

The NGCOB B.S. degrees include:

Accounting  
Business Administration  
Business Administration, Emphasis in Sustainable Business Practices  
Business Economics  
Information Systems & Business Analytics  
Finance, Emphasis in Banking  
Finance, Emphasis in Financial Management  
Global Supply Chain Management  
International Business  
Management  
Management, Emphasis in Hospitality Management  
Management, Emphasis in Human Resources  
Management, Emphasis in International Business  
Marketing  
Marketing, Emphasis in International Business  
Marketing, Emphasis in Logistics  
Marketing, Emphasis in Marketing Analytics  
Marketing, Emphasis in Sales

1. **Effective Date**

8/15/2021

1. **Justification –** *Please provide details as to why this change is necessary.*

The Neil Griffin College of Business (NGCOB) has a Business Core of courses that all BS-Business Program-Level students must complete, and this Business Core must be updated to meet current student and industry demands. Replacement of CIT 3523 Operations Management with CIT 3553 Foundation of Business Analytics in our NGCOB Business Core is necessary because organizations are increasingly using business analytics to make informed decisions and improve performance.

CIT 3523 Operations Management should be replaced with CIT 3553 Foundation of Business Analytics in the Business Core for all B.S. degrees in the NGCOB because the new course CIT 3553 will better serve career and business needs of our students and employers. In addition, the new course CIT 3553 will contribute more effectively to important student learning outcomes for the university and the NGCOB.

Our research and meetings with industry leaders and employers indicate that adding a course in business analytics to our Business Core for all B.S. majors in the NGCOB will lead to more employment opportunities, improved career success, and enhanced critical thinking skills and current business knowledge for our students. Business investment and hiring in connection with data analytics will accelerate over the coming years. Understanding of business analytics will help our students advance their careers and make better decisions in business.

The new course in the Business Core, CIT 3553 Foundation of Business Analytics, is designed to improve student success in the critical and creative thinking and business knowledge student learning outcomes for the university and NGCOB. Assessment data gathered by the NGCOB indicates that our NGCOB students have difficulty mastering upper level critical thinking skills including analysis, evaluation, making logical judgments, and being creative in developing and justifying ideas or solving problems. Creative and Critical Thinking is a University Learning Outcome articulated as follows: Students will demonstrate the creative and critical thinking skills needed to evaluate relevant information and/or ideas, formulate innovative strategies, and solve problems. The NGCOB has also articulated the following student learning outcome for the Business Core: Students will use critical thinking skills to make decisions. In addition, the Business Core includes the following student outcome: Our students will demonstrate general business knowledge. This new course CIT 3553 Foundation of Business Analytics will contribute more effectively than CIT 3523 Operations Management to the university and NGCOB critical thinking student learning outcomes and the NGCOB business knowledge student learning outcome.

CIT 3553 Foundation of Business Analytics provides an understanding of contemporary processes, methods, techniques, tools and datasets that organizations use to implement knowledge discovery projects. The course will focus on development of critical thinking through use of in-depth assignments that utilize project management fundamentals.

Following are course-level learning outcomes for CIT 3553:

• Students will use critical thinking and other higher-order thinking skills to identify areas of inquiry that have the highest potential to derive new knowledge and actionable insights for a business organization.

• Students will explain the role of big data analytics in the inquiry process.

• Students will provide a basic explanation of specific big data analytics techniques such as trend analysis, association analysis, and prediction.

• Students will conduct specific types of data analyses using computer-based tools such as Excel, Access, Tableau, and a data mining application that provides tools for data preprocessing, classification, regression, clustering, association rules, and visualization.

**Bulletin Changes**

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| **Instructions** |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Please include a before (with changed areas highlighted) and after of all affected sections.**  **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.** |

**BEFORE:**

1. Maintain a minimum GPA of 2.25 or a grade of at least a “C” for each course in the Neil Griffin College of Business core courses, based on the last grade earned in each course.
2. Maintain a minimum GPA of 2.25 or a grade of at least a “C” for each required course in the major, based on last grade earned in each course.
3. Maintain an overall GPA of 2.25.
4. Complete at least 30 of the last 36 semester hours in courses offered by A-State. At least 50 percent of the business credit hours required for a baccalaureate degree and 50 percent of business courses required for a major in business must be earned in the A-State Neil Griffin College of Business.

A Neil Griffin College of Business student may take a double major in business. She/he may also elect a business minor, in consultation with his/her advisor. Students majoring in the Neil Griffin College of Business may not minor in Business Administration.

**NOTE: Students not majoring in the Neil Griffin College of Business will receive credit for no more than 30 hours of course work offered by the Neil Griffin College of Business.**

**FOREIGN LANGUAGE REQUIREMENT**

All students seeking the Bachelor of Arts in Economics must demonstrate a basic proficiency in a foreign language. This may be done in one of the following ways:

1. By completing two years of a single foreign language in high school.
2. By completing the fourth semester of a foreign language course at the college level. Students with previous language experience must consult with a faculty member in World Languages for course placement. Students must complete Intermediate Language II.
3. By passing an examination acceptable to the chair of the Department of Economics and Fi- nance as proof of proficiency equivalent to successful completion of the second semester of the intermediate year of a foreign language at the college level

NEIL GRIFFIN COLLEGE OF BUSINESS CORE COURSES

All candidates for baccalaureate degrees in the Neil Griffin College of Business are required to take the following Neil Griffin College of Business core courses.

|  |  |
| --- | --- |
| **Neil Griffin College of Business Core Courses:**  Grade of “C” or better or 2.25 overall core GPA required | Se**m. Hrs**. |
| ACCT 2033, Introduction to Financial Accounting | 3 |
| ACCT 2133, Introduction to Managerial Accounting | 3 |
| BCOM 2563, Business Communication | 3 |
| CIT 1503, Microcomputer Applications **OR**  CS 1013, Introduction to Computers  *(Grade of “C” or better required for either course)* | 3 |
| CIT 3013, Management Information Systems | 3 |
| CIT 3523 Operations Management | 3 |
| STAT 3233, Applied Statistics | 3 |
| ECON 2323, Principles of Microeconomics | 3 |
| FIN 3713, Business Finance | 3 |
| LAW 2023, Legal Environment of Business | 3 |
| MGMT 3123, Principles of Management | 3 |
| MGMT 4813, Strategic Management | 3 |
| MKTG 3013, Marketing | 3 |
| **Total Required Hours:** | **39** |

*The bulletin can be accessed at* [*https://www.astate.edu/a/registrar/students/bulletins/*](http://www.astate.edu/a/registrar/students/bulletins/)

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**AFTER:**

1. Maintain a minimum GPA of 2.25 or a grade of at least a “C” for each course in the Neil Griffin College of Business core courses, based on the last grade earned in each course.
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