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

**New Emphasis, Concentration, Option, or Minor Proposal Form**

**[ ] Undergraduate Curriculum Council**

**[X] Graduate Council**

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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**Department Curriculum Committee Chair** |

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**COPE Chair (if applicable)** |
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**Department Chair** |

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**Head of Unit (if applicable)**   |
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| Melodie Philhours | 3/21/2022 |

**College Curriculum Committee Chair** |

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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |

**Undergraduate Curriculum Council Chair** |
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| Jim Washam | 3/21/2022 |

**College Dean** |

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**Graduate Curriculum Committee Chair** |
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**General Education Committee Chair (if applicable)**   |

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| --- | --- |
| Alan Utter | 4/25/2022 |

**Vice Chancellor for Academic Affairs** |

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

Matthew Hill, mdhill@astate.edu, 870-972-2280

1. **Proposed Starting Date**

Fall 2022 (2022-23 Bulletin Year)

1. **Title of degree program:**

Master of Business Administration

1. **Proposed name of new option/concentration/emphasis/minor:**

Business Analytics

1. **Reason for proposed action that includes rationale, goals, and student population served:**

 The intent of the proposed concentration is to offer an opportunity for our graduate students to increase their

knowledge and skills in business analytics. In turn, the business analytics concentration will help the Griffin College of Business be more competitive in attracting engineers and professionals in other quantitative roles to our graduate program.

Graduates with this degree will be well-positioned to enter a growing field and earn a relatively high salary. According to the Bureau of Labor Statistics (https://www.bls.gov):

* Demand for careers related to business analytics is expected to increase by 11% through 2029
* Median annual pay is $85,260 nationally

The career website www.indeed.com indicates an average base salary of $73,080 for jobs related to business analytics in Arkansas (https://www.indeed.com/career/business-analyst/salaries/AR).

1. **Provide the following:**
	1. Curriculum outline - List of courses in new option/concentration/emphasis/minor – Underline required courses

MIS 6473, Data Mining

MIS 6523 Simulation for Predictive Decision Making

MIS 6573 Advanced Data Mining

* 1. Total semester credit hours required for option/emphasis/concentration/minor

9 credit hours

* 1. Student demand (projected enrollment) for program option

20-25 students

1. **Will the new option/emphasis/concentration/minor be offered:**
	1. **Traditional/Face-to-face** YES
	2. **Distance/Online** YES
		1. **If yes, indicate mode of distance delivery, and the percentage of courses offered via this modality (<50%, 50-99%, or 100%).**

Online 100%

* + 1. **If online, will it be offered through Global Initiatives/Academic Partnerships (AP)?**

YES

1. **Specify the amount of the additional costs required, the source of funds, and how funds will be used.**

No additional costs. The emphasis consists of existing courses that are already offered.

**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.**  |

Please note: The “BEFORE” sections below reflect changes approved in the February 2022 Graduate Council Meeting (see proposals 2022G\_BU20\_APPROVED through 2022G\_BU24\_APPROVED)

Page 52 (BEFORE):

**Master of Business Administration (M.B.A.)**

|  |
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| Concentration in: —Agriculture Business—Business Analytics—Financial Planning and Analysis —Healthcare Management —Marketing —Supply Chain Management  |

Page 70 (BEFORE):

Program of Study for the Master of Business Administration

The Master of Business Administration (MBA) program in the Neil Griffin College of Business is a professional degree program designed to prepare students of various educational and professional backgrounds for management positions in all types of organizations. Courses in the program stress the development of the competencies required to effectively lead global organizations, which face complex and dynamic operating and social environments. MBA classes are offered in both a traditional face-to-face and wholly online environment.

The required core courses of the MBA program provide thorough coverage of the functional areas of business. In addition, students have the flexibility to tailor their MBA program of study to their particular interests or needs by choosing a concentration in various specialty areas, as described below.

• **Concentration in Agricultural Business**: Complements the MBA core with in-depth coverage of the unique business issues and challenges facing firms that operate in agricultural sectors. To earn this concentration, students must complete the 24 hours of the MBA core and 9 hours of graduate level courses in the College of Agriculture.

• **Concentration in Business Analytics**: Complements the MBA core with in-depth coverage of the statistical and quantitative techniques and software used to make informed managerial decisions from business data. To earn this concentration, students must complete the 24 hours of the MBA core and 9 hours of graduate level courses in business analytics.

 • **Concentration in Healthcare Management**: Complements the MBA core with in-depth coverage of the unique issues and challenges facing healthcare organizations. To earn this concentration, students must complete the 24 hours of the MBA core and 9 hours of graduate level courses in Healthcare Administration.

INSERT After Concentration in Agricultural Business (approximately page 75):

**Business Administration**

**Master of Business Administration**

**Concentration in Business Analytics**

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| --- | --- |
| **University Requirements:** |  |
| See Graduate Degree Policies for additional information (p.X) |  |
| **Neil Griffin College of Business MBA Core Courses:** | **Sem. Hrs.** |
| (See Neil Griffin College of Business MBA Core Courses section) | 24 |
| **Business Analytics Concentration:** | **Sem. Hrs.** |
| MIS 6473, Data Mining | 3 |
| MIS 6523, Simulation for Predictive Decision Making | 3 |
| MIS 6573, Advanced Data Mining | 3 |
| **Sub-total** | **9** |
| **Total Required Hours:** | **33** |

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Approximately Page 75 (AFTER):

**Business Administration**

**Master of Business Administration**

**Concentration in Business Analytics**

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