KENT STATE UNIVERSITY
CERTIFICATION OF CURRICULUM PROPOSAL

Preparation Date **2-Dec-19**   Curriculum Bulletin _____

Effective Date   **select one**   Approved by EPC _____

Department   **Management & Information Systems**

College   **BU - Business Administration**

Degree   **BBA - Bachelor of Business Administration**

Program Name   **Business Analytics**   Program Banner Code

Concentration(s)   Concentration(s) Banner Code(s)

Proposal   **Establish program**

Description of proposal:

The College offers a graduate major in Business Analytics with enrollment of about 35 students. The proposed undergraduate Business Analytics major would attract undergraduate students who want to take advantage of the growth opportunities in the analytics field. Furthermore, according to the US Bureau of Labor Statistics 2012-2022 report, the expected job growths in select areas of business analytics is strong.
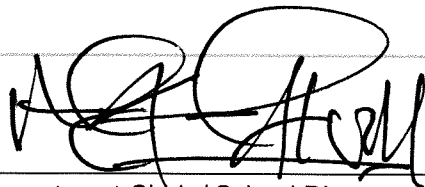
Does proposed revision change program's total credit hours?   ☐ Yes   ☒ No

Current total credit hours: **120**   Proposed total credit hours **120**

Describe impact on other programs, policies or procedures (e.g., duplication issues; enrollment and staffing considerations; need; audience; prerequisites; teacher education licensure):

The proposed Business Analytics major within the BBA has the potential to improve enrollment. No additional resources will be needed to launch the program but there could be need for more resources if the program grows beyond the current capacity.
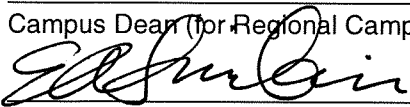
Units consulted (other departments, programs or campuses affected by this proposal):

1. MIS-FAC   **2. College of Business Curriculum Committee**

REQUIRED ENDORSEMENTS

_____   12/6/19
Department Chair / School Director

_____   __/__/__
Campus Dean (for Regional Campuses proposals)

_____   12/18/2019
College Dean (or designee)

_____   __/__/__
Dean of Graduate Studies (for graduate proposals)

_____   __/__/__
Provost and Senior Vice President for Academic Affairs (or designee)

KENT STATE
U N I V E R S I T Y

Interdepartmental Correspondence

Department of Management & Information Systems

TO: Elizabeth Sinclair, *Assistant Dean*, College of Business

FROM: O. Felix Offodile, *Chair*, M&IS Department

DATE: December 6, 2019

SUBJECT: Proposal to Establish a Business Analytics major within the BBA

Attached is the CCP and Letter of Intent to establish a new major in Business Analytics within the BBA. The College of Business Adminsitration already offers a graduate major in Business Analytics with enrollment of about 35 students. The proposed undergraduate Business Analytics major would attract undergraduate students who want to take advantage of the growth opportunities in the analytics field.

The proposal has been approved by the M&IS Faculty Advisory Committee (FAC) and the Chair of the Department.

Ohio | Department of Higher Education

Mike DeWine, Governor
Randy Gardner, Chancellor

INITIAL INQUIRY
REQUEST TO OFFER A NEW PROGRAM

Date of submission: December 3, 2019

Name of institution: Kent State University

Primary institutional contact for this request: Therese E. Tillett,
Associate Vice President of Curriculum Planning and Administration,
Office of the Provost
330-672-8558 / ttillet1@kent.edu

Name of program: *Bachelor of Business Administration in Business Analytics*

Classification of Instructional Program (CIP): 52.1301 Management Science, General

Proposed start date: *Fall 2020*
Start date is contingent upon final approval from the Ohio Department of Higher Education and the Higher Learning Commission.

Type of request:
☐ New degree designation at Kent State
☒ New major within an existing degree at Kent State

Delivery options:
☒ Campus-based
☐ Online/hybrid delivery
☐ Flexible or accelerated delivery
☐ Offering the program at a new offsite location
☐ Offering the program at an existing offsite location
☐ Program contains off-campus experiences (e.g., internship, clinical, practicum, student teaching)

The institution will be seeking specialized accreditation for the program:
☒ No   ☐ Yes

If yes, explain.

Provide a brief description of the request.

The College of Business Administration is proposing a new undergraduate major in Business Analytics within the Bachelor of Business Administration degree that will be housed in the Department of Management and Information Systems. The major will complement an already successful and internationally ranked Master of Science in Business Analytics program. The major will enable graduates gain entry level analytics positions across a broad spectrum of industries or serve as a pathway to the graduate program in Business Analytics for those who wish to pursue advanced degrees in the discipline.

The proposed undergraduate major would attract students who want to take advantage of the growth opportunities in the analytics field. As of Fall 2019, the graduate major in Business Analytics enrolled 35 students. The focus of the major is to develop students who will understand and be able to apply business analytics to real-world problems. While theoretical knowledge is important, the primary focus will be on the application of this knowledge to real-world problems. It is expected that students graduating with this major will be in demand for entry-level analytics positions in the workforce.

Explain the academic unit's rationale for making the request.

Analytics is the science of turning data into meaningful information a business could use for its competitive advantage. There is high demand for Business Analytics professionals due to increasing need for expertise in the analyses and interpretation of huge amounts of data from the points of sale, internet, cell phones, social media, and other electronic devices. Demand for business analytics expertise transcends all areas of business including banking, healthcare, retail markets, manufacturing, finance and the public sector. As a diverse field that caters to the needs of equally diverse industries, business analytics programs are amalgamation of curricula from across several cognate disciplines. An undergraduate major in the discipline would provide baccalaureate students the opportunity to gain more in-depth knowledge in the field before joining the workforce. The major would also put the College of Business Administration in a unique position to offer an integrated business analytics education across the undergraduate and graduate curricula, making it one of only a few institutions with diverse and comprehensive analytics offering.

The goal of the major is to produce graduates that understand and are ready to implement business analytical methods in realistic business contexts. Graduates will be knowledgeable with the general analytical methodologies in play but also have understanding of the challenges involved in choosing the right problems or opportunities to addressing, selecting the best method(s) for analysis, interpreting the results into actionable solutions, and communicating and promoting the solution to stakeholders. They, therefore, will be problem solvers and not just data processors. Additionally, graduates of the major should be able to also provide leadership within his/her team by advancing their educational backgrounds in an emerging field with excellent potential for continued growth and employment.

Practically every report shows that the employment outlook for business analytics graduates is robust for the foreseeable future. Recent research, including by the McKinsey Global Institute[1] and Accenture Institute for High Performance projects[2], show that there is an acute need for analytics professionals. This need is driven by the increased use of data across many sectors and industries, including health care, manufacturing, finance and insurance, retail and government. Demand for positions in the analytics domain is expected to continue to grow according to the US Bureau of Labor Statistics 2012-2022 report[3] on select areas of the discipline (Table 1).

Table 1: 2016-2026 Job Outlook for Analytics related Occupations

Occupation	No. of Jobs, 2016	Employment Change 2016-2026	Job Outlook 2016-2026	Median Pay/year
Mathematicians/ Statisticians	40,300	13,500	33%: Much faster than average	$84,760
Financial Analysts	296,100	32,200	11%: Faster than average	$84,300
Budget Analysts	58,400	3,800	7%: Slower than Average	$75,240
Market Research Analysts	595,400	138,300	32% Much faster than average	$60,300
Operations Research Analysts	114,000	31,300	27%: Much faster than average	$81,390
Computer Systems Analysts	600,500	54,400	9%: Much faster than average	$88,270
Information Security Analysts	100,000	28,500	28%: Much faster than average	$95,510

Further, the rationale for making this request include the advancement of the College of Business Administration's strategic plan for curricula currency and improvement, and employment prospects in Ohio for graduates from the proposed major:

a. <u>**Kent State's College of Business Administration Curricula Improvement Strategy**</u>: The maintenance and improvement of the College of Business Administration's national ranking and accreditation requires robust curricula with qualified and experienced faculty. The College is accredited by the Association for the Advancement of Collegiate Schools of Business (AACSB) and abides by the strict curricula standards of that body. Consequently, the College has several full-time faculty members who have published widely in the analytics literature, including those with several years of practical industry experience. Furthermore, ancillary instruction and training will be augmented through capstone projects and/or internships.

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[1] Manyika, J., Chui, M., Brown, B., Bughin, J., Dobbs, R., Roxburgh, C., & Byers, A. H. (2011). "Big data: The next frontier for innovation, competition, and productivity." McKinsey Global Institute. http://www.mckinsey.com/insights/business_technology/big_data_the_next_frontier_for_innovation. Retrieved February 2019.

[2] Elizabeth Craig, David Smith, Narendra P. Mulani and Robert J. Thomas, "Where will you find your analytics talent?" Outlook, October 2012.

[3] Bureau of Labor Statistics, "Occupational Employment Projections to 2026." January 2018. https://data.bls.gov/search/query/results?cx=013738036195919377644%3A6ih0hfrgl50&q=analyst. Retrieved February 20, 2019.

b. <u>State of Ohio Employment Projections for Business Analysts</u>: There is growth in Ohio and the local economy for analytics-related positions as evidenced by comparing 2014 and 2019 job postings in Indeed.com (Table 2)[4] for select Ohio metropolitan areas. Furthermore, more than 90% of graduates from the Master of Science in Business Analytics program have positive career outcomes (employed or pursuing advanced degrees). Feedback from those students and their employers, and our experiences delivering the master's program, have helped guide the curricular decisions of the program and how to design and deliver the proposed major.

Table 2: Job Postings in Select Ohio Metropolitan Areas by Search Term

	analytics		big data		statistics		data analysis	
	2014	2019	2014	2019	2014	2019	2014	2019
Akron/ Cleveland	442	1273	63	363	470	617	266	1964
Cincinnati	416	1293	60	404	263	576	182	1551
Columbus	602	992	34	416	372	491	290	1506
Totals	1460	3558	157	1183	1105	1684	738	5021
% Change	143.70%		653.50%		52.40%		580.35%	

Indicate whether additional resources (e.g., faculty, staff, facilities, technology) will be needed to support the proposed request.

There are no additional resources needed to offer the proposed business analytics major. The College of Business Administration already has experience delivering the master's level Business Analytics program, for which courses and necessary facilities and technologies already exist. The proposed major will have additional coursework, some of which will be offered as a 4/5 with the Master of Science in Business Analytics program. The existing faculty already teaching in the Master of Science in Business Analytics program will be enough to offer any new courses required in the major. However, as the program grows, additional faculty may be necessary to support the program.

Furthermore, no additional library, administrative and student support services will be needed to support the proposed major. The Kent Campus and College of Business Administration resources such as Career Services Office (CSO) is sufficiently prepared to offer the necessary student services and support. Thus, the proposed major will be administered by the current faculty, advisors, and staff of the College of Business Administration.

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[4] http://www.indeed.com/jobs?q=analytics. Retrieved February 2019.

Offodile, Felix

From:	Offodile, Felix
Sent:	Tuesday, January 28, 2020 10:40 AM
To:	MELTON JR, AUSTIN
Cc:	Murali Shanker; Razavi, Rouzbeh
Subject:	Business Analytics major within the BBA
Attachments:	LOI-Intial Inquiry-BBA-Bus Ana.pdf; Business Analytics Courses.pdf

Importance: High

Hi Austin,

Thanks again for taking the time to meet with us last week to discuss our proposal for a Business Analytics major within the Bachelor of Business Administration degree. As requested, please find a copy of our Initial Inquiry and courses in the proposed program attached for your information and input.

Please send us a letter of support at your earliest convenience. We look forward to working with you as we develop the final proposal for the major.

All the best.

Felix

KENT STATE

UNIVERSITY

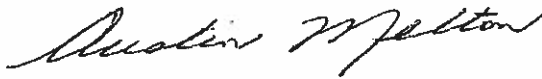**Computer Science Department**

14 February 2020

To Whom It May Concern:

I enthusiastically support the proposal to offer the Bachelor of Business Administration in Business Analytics starting in fall 2021. Business Analytics is an important field which has already shown great potential for improving business processes and productivity, and indications are that in the future business analytics will continue to be a significant force for improving businesses.

The College of Business Administration has a successful master's program in Business Analytics. This undergraduate program will be an important addition and will help our College of Business Administration and Department of Management and Information Systems to continue to be local and national leaders in business analytics.

This proposed Bachelor of Business Administration in Business Analytics is a very positive step for Kent State University. This program will help establish Kent State University as a leader in data analytics. This program will also help prepare the way for a successful complementary undergraduate program in Data Science, and together these two programs will solidify Kent State University as a national leader in data analytics.

Sincerely yours,

Austin Melton
Professor of Computer Science and Mathematical Sciences
Acting Chair of Computer Science

Offodile, Felix

From:	Scott Bogoniewski <sbogonie@kent.edu>
Sent:	Tuesday, January 28, 2020 12:18 PM
To:	Offodile, Felix
Cc:	ROBINS, DAVID
Subject:	Re: Business Analytics major within the BBA

Hello Felix,

Thank you for meeting with us last week and discussing your new business analytics curriculum. We support this curriculum and future collaborations.

Best,

-Scott

Sent from my iPhone

On Jan 28, 2020, at 10:41 AM, Offodile, Felix <foffodil@kent.edu> wrote:

Hi Scott,

Thanks again for taking the time to meet with us last week to discuss our proposal for a Business Analytics major within the Bachelor of Business Administration degree. As requested, please find a copy of our Initial Inquiry and courses in the proposed program attached for your information and input.

Please send us a letter of support at your earliest convenience. We look forward to working with you as we develop the final proposal for the major.

All the best.

Felix

<LOI-Intial Inquiry-BBA-Bus Ana.pdf>
<Business Analytics Courses.pdf>

Offodile, Felix

From:	Offodile, Felix
Sent:	Tuesday, January 28, 2020 10:58 AM
To:	MANGRUM, RICHARD
Cc:	Murali Shanker; Razavi, Rouzbeh
Subject:	Business Analytics major within the BBA
Attachments:	LOI-Intial Inquiry-BBA-Bus Ana.pdf; Business Analytics Courses.pdf

Importance: High

Hi Richard,

I hope this note finds you well. I am writing to share our proposal to develop a Business Analytics major within the Bachelor of Business Administration degree. Please see the attached documents for our Initial Inquiry and courses in the proposed major for your information and input.

Please let us know if you have any questions, or need to meet for further clarifications. Otherwise, we will appreciate a letter of support at your earliest convenience. We look forward to working with you as we develop the final proposal for the major.

All the best and thank you.

Felix

O. Felix Offodile
Professor & Chair
Management & Information Systems
BSA A-432, 475 Terrace Drive, Kent, OH 44242-001
P: (330) 672-1141 | foffodil@kent.edu
www.kent.edu/business

Offodile, Felix

From:	MANGRUM, RICHARD
Sent:	Monday, February 3, 2020 11:13 AM
To:	Offodile, Felix
Subject:	RE: Business Analytics major within the BBA

Hello Felix,

I was happy to review the proposal for a Business Analytics major within the Bachelor of Business Administration degree. I found it to be a solid proposal with real potential to benefit students. In particular big data and aggregation is becoming ever prevalent and graduates will need to be able to make sense of it all, and, make application of the information.

Many thanks to you and your colleagues for a job well done.

Clear Skies and Tailwinds,
Dr. Richard L. Mangrum, ATP
Professor / Graduate Coordinator CAE
Chief Dispatcher

Colossians 2:8-10

From: Offodile, Felix <foffodil@kent.edu>
Sent: Monday, February 3, 2020 10:52 AM
To: MANGRUM, RICHARD <rmangrum@kent.edu>
Subject: RE: Business Analytics major within the BBA

Hi Richard,

No need for a formal letter. An email will do just fine.

Thanks.

Felix

From: MANGRUM, RICHARD <rmangrum@kent.edu>
Sent: Monday, February 3, 2020 10:03 AM
To: Offodile, Felix <foffodil@kent.edu>
Subject: RE: Business Analytics major within the BBA

Hello Felix,

I'd be happy to help. How would you like the "note"? Is an email ok or would you like something more formal? Thank you.

Clear Skies and Tailwinds,

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Offodile, Felix

From:	ROLLYSON, MATTHEW
Sent:	Wednesday, January 29, 2020 2:47 PM
To:	Offodile, Felix
Cc:	Murali Shanker; Razavi, Rouzbeh
Subject:	RE: Business Analytics major within the BBA

Hi Felix,

Thank you for reaching out. I'll share this with stakeholders in CCI and then follow up with you. I look forward to working with you as well.

Thanks again and take care,

Matt

Matthew M. Rollyson
Assistant Dean

KENT STATE | **College of Communication and Information**

318 Library | PO Box 5190 | Kent, OH 44240
330-672-2950 | mrollyso@kent.edu
www.kent.edu/cci

From: Offodile, Felix <foffodil@kent.edu>
Sent: Tuesday, January 28, 2020 10:51 AM
To: ROLLYSON, MATTHEW <mrollyso@kent.edu>
Cc: Murali Shanker <mshanker@kent.edu>; Razavi, Rouzbeh <rrazavi@kent.edu>
Subject: Business Analytics major within the BBA
Importance: High

Dean Mr. Rollyson,

I hope this note finds you well. I am writing to share our proposal to develop a Business Analytics major within the Bachelor of Business Administration degree. Please see the attached documents for our Initial Inquiry and courses in the proposed major attached for your information and input.

Please let us know if you have any questions, or need to meet for further clarifications. Otherwise, we will appreciate a letter of support at your earliest convenience. We look forward to working with you as we develop the final proposal for the major.

All the best and thank you.

Felix

O. Felix Offodile
Professor & Chair

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