LONG SIGNATURE SHEET

Proposal Number: MBA 11- 7-11

UNC CHARLOTTE

Proposal Title: **Establishment of a New MBA Concentration in Business Analytics**

Originating Department: **Business Information Systems and Operations Management**

TYPE OF PROPOSAL: UNDERGRADUATE_____   GRADUATE___X___   UNDERGRADUATE & GRADUATE____
(Separate proposals sent to UCCC and Grad. Council)

DATE RECEIVED	DATE CONSIDERED	DATE FORWARDED	ACTION	SIGNATURES
11-7-2011	11-11-2011 12-2-2011	12-2-2011	Approved	**MBA DIRECTOR**
12-2-2011	12-14-2011	12-14-11	Approved	**COLLEGE CURRICULUM COMMITTEE CHAIR**
			Approved	**COLLEGE FACULTY CHAIR (if applicable)** [N/A]
1-13-12	1-13-12	1-13-12	Approved	**COLLEGE DEAN** [Steve Ott]
			Approved	**GENERAL EDUCATION** (for General Education courses) [N/A]
			Approved	**UNDERGRADUATE COURSE & CURRICULUM COMMITTEE CHAIR** (for undergraduate courses) [N/A]
1/18/12	2-7-12	2-17-12	Approved	**GRADUATE COUNCIL CHAIR** (for graduate courses) Rob Roy M. Gregos
			Approved	**FACULTY GOVERNANCE ASSISTANT** (Faculty Council approval on Consent Calendar)
				FACULTY EXECUTIVE COMMITTEE (if decision is appealed)

Revised 08/01/11
OAA/lz

UNC CHARLOTTE

LONG FORM
COURSE AND CURRICULUM PROPOSAL

To: Belk College Graduate Council Chair

From: MBA Director

Date: November 17, 2011

Re: Establishment of Business Analytics concentration in the MBA program

Proposal Number: ___MBA 11-7-11_____

Proposal Title: *Establishment of a New MBA Concentration in Business Analytics*

Originating Department: *MBA*

TYPE OF PROPOSAL: UNDERGRADUATE_____   GRADUATE___X___   UNDERGRADUATE & GRADUATE____

II. CONTENT OF PROPOSAL

A. PROPOSAL SUMMARY AND CATALOG COPY

1. **SUMMARY:** The BISOM department recommends the creation of a new concentration in Business Analytics in the MBA program. Students electing to pursue the Business Analytics concentration will be required to take MBAD6201, MBAD6122, MBAD6207, and one approved elective.

2. **PROPOSED CATALOG COPY:**

   Concentration & Elective Component (12 credit hours)
   Students complete twelve hours of elective courses specified for a concentration. Students may enroll in electives as soon as they complete the prerequisites for each course. MBAD 6890 (Directed Individual Study) and MBAD 7090 (Special Topics in Business) may be included in a concentration with permission of the MBA Director and the related Department.

   Concentration and elective requirements:

   Business Analytics

   Required Courses:
   MBAD 6201 Data & Knowledge Management (3)
   MBAD 6122 Decision Modeling and Analysis via Spreadsheets (3)
   MBAD 6207 Business Project Management (3)

   Plus <u>one</u> of the following courses:
   MBAD 6202 Business Information Systems: Analysis, Design, and Management (3)
   MBAD 6203 Info Systems Economics, Strategy, & Policy (3)
   MBAD 6204 Business Data Communications (3)
   MBAD 6208 Supply Chain Management (3)
   MBAD 6172 Marketing Research (3)
   MBAD 6177 Pricing and Positioning Strategy (3) – *Course Pending Approval*
   MBAD 7090 Special Topics in Business: Advanced Analytics
   ECON 6112 Econometrics (3)
   ECON 6218 Business & Economic Forecasting

B. JUSTIFICATION

The ever increasing volume and the diverse sources of data, including from the Web and mobile devices, has created a need for managers with the skills to make sense of the volumes of data. Analytics is the integrated application of information technology, statistics, and operations research to problems in business and industry. A growing number of companies, such as IBM, SAS, and SAP, have invested billions of dollars in analytics technologies and are helping business schools develop analytics curriculum and training. The proposed concentration in

Business Analytics addresses this growing importance of analytics and business intelligence in organizations and the consequent demand for managers with these skills. The Business Analytics concentration will also help the Belk College be at the forefront of management education by preparing managers with analytics skills to partially fill the expected talent gap in this area and to be successful in their business.

C. IMPACT

Students intending to pursue this concentration should be enrolled in the MBA program at UNC Charlotte and should have completed the Core Courses (22 hours) as listed in the MBA curriculum.

Three of the required classes currently enroll 17-33 students each and the other electives currently enroll approximately 15 each. Based upon the number of MBA students who are using the Student Structured concentration option to create a business analytics focus, we estimate that if a Business Analytics concentration were approved, 35-40 students would select the Business Analytics concentration.

D. RESOURCES REQUIRED TO SUPPORT PROPOSAL

The proposed Business Analytics concentration does not require any new physical facility or other resources. One elective MBAD 6177 Pricing and Positioning Strategy is already in the course approval process. All other courses are in the catalog and offered regularly.

E. CONSULTATION WITH THE LIBRARY AND OTHER DEPARTMENTS OR UNITS

1. **LIBRARY CONSULTATION.** Since no new courses are proposed, library consultation is not required.

2. **CONSULTATION WITH OTHER DEPARTMENTS OR UNITS.**

   Marketing Department was consulted and consent for including the following courses was obtained (see attached document).
   MBAD 6172 Marketing Research (3)
   MBAD 6177 Pricing and Positioning Strategy (3) – *Course Pending Approval*

   Economics Department was consulted and consent for including the following courses was obtained (see attached document).
   ECON 6112 Econometrics (3)
   ECON 6218 Business & Economic Forecasting (3)

F. INITIATION, ATTACHMENTS AND CONSIDERATION OF THE PROPOSAL

1. **Originating Unit.** MBA Program

2. **OTHER CONSIDERING UNITS**
    i. MBA Program Committee
    ii. Belk College Graduate Council
    iii. Belk College Faculty
    iv. Graduate Council

G. Attachments

1. Consultation:

    i.   Consultation with Marketing Department attached.
    ii. Consultation with Economics Department attached
    iii. Library consultation not required since no new courses proposed for this concentration.

2. Program Outline: See attached **Appendix A**

3. Proposed Catalog Copy: N/A

4. Academic Plan of Study: The Business Analytics concentration will be a new concentration option for the MBA students and will follow the plan of study outlined in Appendix A.

Subramaniam, Chandra

Dear Chandra,

I have spoken with your chair, Cem and will be delighted to complement the Business Analytics concentration with the following two marketing courses:

MBAD 6172 Marketing Research (3 credits)
MBAD 6177 Pricing and Positioning Strategy (3 credits)

You have my wholehearted consent for adding these two courses to the concentration. I wish you all success as you move ahead.

Best regards,

Sunil

Sunil Erevelles, Ph.D. | Chair, Department of Marketing
Associate Professor of Marketing
UNC Charlotte | Belk College of Business
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9201 University City Blvd. | Charlotte, NC 28223
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Hi Sunil:

I have attached the current proposal for the Business Analytics concentration in our MBA program. We discussed this proposal in our department and have finalized the concentration courses. We have included two Marketing courses which we think will add value to and strengthen the concentration and we are also happy to work with Marketing in the proposed concentration. The Marketing courses included are as follows:
MBAD 6172 Marketing Research (3)
MBAD 6177 Pricing and Positioning Strategy (3)

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To: Chandra Subramaniam, Associate Professor of Business Information Systems

From: Jennifer Troyer, Chair and Associate Professor of Economics

Subject: Consultation Regarding the MBA Concentration in Business Analytics

Date: December 5, 2011

On Friday, December 2, at the faculty meeting of the Department of Economics, the MBA Concentration in Business Analytics was discussed. In particular, faculty considered the appropriateness of ECON 6112 and ECON 6218 as electives for the concentration, noting that ECON 6112 is a pre-requisite for ECON 6218.

A working knowledge of the econometric methods covered in both courses would be of value for someone interested in the area of Business Analytics. However, concerns were raised about the preparation level of the typical MBA student for ECON 6112 and ECON 6218. In the past, some MBA students electing to take ECON 6112 have struggled with the material due to a lack of preparation in mathematics and statistics. The course assumes that the student has a working knowledge of calculus and linear algebra. As such, we recommend that the MBA Director consult with the MS in Economics Program Director to ensure that students enrolling in the course are adequately prepared.

In sum, we support opening up ECON 6112 and ECON 6218 to students from the MBA Concentration in Business Analytics with adequate preparation in mathematics and statistics.

8/01/11
OAA/lz

Russell, Judson

From:	Russell, Judson
Sent:	Friday, December 02, 2011 12:55 PM
To:	Saydam, Cem
Cc:	Kohut, Gary
Subject:	MBA Business Analytics concentration proposal

Hello Cem. The MBA Program Committee today unanimously voted in favor of your proposal to create a Business Analytics concentration within the MBA program. I spoke with Lloyd Blenman, Chair of the Belk College Graduate Committee, and told him that I would forward the proposal to him electronically for consideration by his group. I look forward to seeing this concentration in the MBA program in the near term.

Best regards,
Judson Russell
Judson W. Russell, Ph.D., CFA
Clinical Associate Professor of Finance
Chair, MBA Program Committee

Revised 08/01/11
OAA/lz

Appendix A

Business Analytics Concentration Outline

The Business Analytics concentration gives students an opportunity to couple their understanding of general business areas with in-depth exposure to analytics techniques and data management tools. Students will pursue this concentration after they have completed 22 hours of the MBA Core Courses as outlined in the MBA program curriculum. The proposed plan of study for the Business Analytics concentration is given below.

Pre-requisites: Completed Core Courses (22 hours) in the MBA degree program.

Required Courses:

MBAD 6201 Data & Knowledge Management (3) (*Fall*)
MBAD 6122 Decision Modeling and Analysis via Spreadsheets (3) (*Spring*)
MBAD 6207 Business Project Management (3) – (*Spring*)

Plus **one** of the following courses:

MBAD 6202 Business Information Systems: Analysis, Design, and Management (3)
MBAD 6203 Info Systems Economics, Strategy, & Policy (3)
MBAD 6204 Business Data Communications (3)
MBAD 6208 Supply Chain Management (3)
MBAD 6172 Marketing Research (3)
MBAD 6177 Pricing and Positioning Strategy (3) – *This is a new course currently in the approval process through the committees*
MBAD 7090 Special Topics in Business: Advanced Analytics
> *The special topic can be focused on Analytics Tools or Predictive Modeling or Functional Analytics, such as ERP Analytics, CRM Analytics, Supply Chain Management Analytics*
ECON 6112 Econometrics (3)
ECON 6218 Business & Economic Forecasting