

GENERAL FACULTY MEETING AGENDA | MONDAY, OCTOBER 7, 2019 | 3:00PM | STUZIN 102

1. The Minutes for the April 3, 2019 General Faculty Meeting is presented for approval by the faculty.
2. Other Business
3. Dean's Report

GRADUATE FACULTY MEETING AGENDA | MONDAY, OCTOBER 7, 2019 | 3:00PM | STUZIN 102 (*Immediately following the General Faculty Meeting*)

1. The Minutes for the April 3, 2019 Graduate Faculty Meeting is presented for approval by the faculty.
2. The Specialized Graduate Program Committee voted to approve the following items and requests approval by the faculty.

- Name change for MAN 6511 from "Production Management Problems" to "Contemporary Issues in Supply Chain Analytics".

Reason for the name change: We are requesting a name change for MAN 6511 from "Production Management Problems" to "Contemporary Issues in Supply Chain Analytics". In contemporary settings, "production" decisions are framed in terms of their impact of the entire supply chain. This has led to the emergence of supply chains as a focal area of study and is the primary motivation for requesting this name change for the course.

The new catalog description: In this course, the focus is on using analytics to address supply chain decision making. More specifically, students are exposed to analytical approaches for addressing decisions on multi-echelon supply chain inventories, revenue management, supply chain contracts, supply chain sustainability, and risk pooling.

- MSE Program credit reduction from 36 to 32 total credits.

Reason for the change: Reducing the number of credits to streamline the curricular offering as well as reduce the academic burden on the students over the course of the 11- month duration. It is expected that the impact on enrollment will be positive as the cost of the program will be reduced and the time commitments will be reduced as well.

- MSM Program new track for business majors.

Reason for the change: Currently, the MSM program is only open to students from non-business majors. The new MSM track for business majors will give access to students who completed a bachelor's degree in business. The proposed curriculum for the MSM business major track consists of 30 credits, instead of 32 credits. The MSM business major track students will not be required to take some business foundation courses (e.g. ACG5005, FIN5437, MAN5502 etc.), which are typically taken by undergraduate business majors. Instead, students with a bachelor's degree in business will take additional graduate management courses and graduate business electives. For MSM students from non-business majors, the 32-credit degree requirement will remain the same. We do not anticipate any negative impact in terms of enrollment, retention or graduation for these students.

3. Informational Item:
- **M.S. degree in Business Administration with a concentration in marketing.**
4. The MBA Committee voted to approve a permanent concentration in Business Analytics and requests approval by the faculty.

- Permanent concentration in Business Analytics

Reason for Proposed Concentration:

The Business Analytics concentration is geared toward students interested in careers in business analysis and data analytics. This concentration will allow MBA students to take courses designed to help them learn how to extract, analyze, and interpret data which is relevant to their industry or functional area of choice. This will complement the general business topics covered when students complete the core courses for the MBA. Nationally there is a strong demand for graduates with functional business understanding capable of providing analysis to solve organization problems. As a result, concentrations, specializations, and degree programs in business analytics have become common across business schools as students seek tools to assist in understanding the vast amount of data being collected by firms and industries and using this data in strategic decision making. The six existing MBA concentrations focus broadly on disciplines and functional areas while this concentration focuses more on the underlying data and information used in those functional areas. There are three planned courses that focus on analytics in a discipline with the academic plan calling on the student to pick one and this single course would be the extent of cross over with existing concentrations.

Proposed Coursework:

The courses that are proposed to count toward the degree are all existing courses with one exception (noted*): Course information is as follows (all credits are 2 credits each): ISM 6128: Advanced Business Systems Design and Development ISM 6215: Business Database Systems ISM 6562: Business Data Presentation and Visualization ISM 6405: Business Intelligence MAR 6930: Marketing Analytics MAN 6366: Organizational Staffing FIN XXXX: Finance Analytics*

5. Other Business
6. Dean's Report

GENERAL FACULTY MEETING MINUTES | WEDNESDAY, APRIL 3, 2019 | 3:00PM | BRYAN HALL 130

1. A motion was made to approve the Minutes for the March 12, 2019 General Faculty Meeting. The motion was seconded, and the faculty voted to approve the minutes as presented.
2. The Undergraduate Committee voted to approve the following new course and requested approval by the faculty. A motion was made to approve the new course. The motion was seconded, and the faculty voted to approve MAR 2410 "Sales Seminar" as presented.

New Course: (approved)

MAR 2410

Sales Seminar

Credits: 1 Credit

Contact Hours: 1 hour per week

Prerequisites: Students must be BA or AC or, have the permission of department

3. Information Item:
Michelle Helmer gave an update about the upcoming 2019 WCB Spring Graduation. The college is expecting at least 1200 students to attend. Additionally, she talked about marshal assignment going forward. The college will no longer appoint marshals but instead follow a new policy starting in the Summer '19. Basically, there are seven commencement ceremonies per year. The process would require faculty, exempt staff, and Assistant & Associate In's to choose ONE ceremony to attend during a four-term period (Sum19, Fall19, Spr20, Sum20). A system will be made available for individuals to pick a ceremony to attend very soon. Individuals who sign up but later have a conflict would be required to find a replacement. Anyone not signing up by the deadline will be appointed instead of choosing a ceremony to participate in for the four-term period. Platform members which include Deans, Associate Deans, Unit Heads, and Programs Directors or ongoing appointed members, would not be required to sign up since they are required to attend every Spring Warrington Graduation.
4. Other Business - none
5. Dean's Report – none

A motion was made to adjourn the meeting. The motion was seconded and the meeting adjourned.

GRADUATE FACULTY MEETING MINUTES | WEDNESDAY, APRIL 3, 2019 | 3:00PM | BRYAN HALL 130 (*Immediately following the General Faculty Meeting*)

1. A motion was made to approve the Minutes for the March 12, 2019 Graduate Faculty Meeting. The motion was seconded, and the faculty voted to approve the minutes as presented.

2. Information Item:
Dean Kraft talked about the adjustment to the Working Professionals MBA. He stated that the market has changed and that we need to make this switch to meet the needs. It is described as most likely a “morphed” version of the Fully Online and the Hybrid Online. Beginning in fall 2019 a program will be offered in which students take two classes at a time over 10 weeks (although some semesters are slightly longer due to holidays). Students will not be required to travel to Gainesville at the beginning and end of the terms. Instead, experiential learning weeks, residential weeks (when GIEs will also occur) and professional development weekends will be offered. This allows a student to customize his/her experience. They can fully participate in our residential options or they can choose to never come to campus. Focus areas will be eliminated. Faculty will be compensated \$24,975 + \$400 per student for every student over 50.
3. Other Business - none
4. Dean’s Report – Dean Kraft reported that Faculty in the college were contacted by the Provost to serve on an “Advisory Committee” for the Dean Search. The members are Jay Ritter, Chris Janiszewski, Joyce Bono, Janice Carrillo, Stephen Asare, Phil Podsakoff, and Sherry Deist. The search firm has been selected and will be visiting the college this month.

A motion was made to adjourn the meeting. The motion was seconded and the meeting adjourned.

Attending: John Kraft, Selcuk Erenguc, Richard Lutz, Kenny Cheng, Fiona Barnes, John Laibson, Parker VanHart, Asoo Vakharia, John Gresley, Joe Alba, Haldun Aytug, Steve Tufts, Michelle Helmer

Course|Modify for request 14267

Info

Request: Course Name Change

Description of request: We are requesting a name change for MAN 6511 from "Production Management Problems" to "Contemporary Issues in Supply Chain Analytics".

In contemporary settings, "production" decisions are framed in terms of their impact of the entire supply chain.

This has led to the emergence of supply chains as a focal area of study and is the primary motivation for requesting this name change for the course.

Submitter: Elizabeth Thomas elizabeth.thomas@warrington.ufl.edu

Created: 9/9/2019 1:58:29 PM

Form version: 1

Responses

Current Prefix

Enter the current three letter code (e.g., POS, ATR, ENC).

Response:

MAN

Course Level

Select the current one digit code preceding the course number that indicates the course level at which the course is taught (e.g., 1=freshman, 2=sophomore, etc.).

Response:

6

Number

Enter the current three digit code indicating the specific content of the course based on the SCNS taxonomy and course equivalency profiles.

Response:

511

Lab Code

Enter the current lab code. This code indicates whether the course is lecture only (None), lab only (L), or a combined lecture and lab (C).

Response:

None

Course Title

Enter the current title of the course as it appears in the Academic Catalog.

Response:

Production Management Problems

Effective Term

Select the requested term that the course change(s) will first be implemented. Selecting "Earliest" will allow the change to be effective in the earliest term after SCNS approval. If a specific term and year are selected, this should reflect the department's expectations. Courses cannot be changed retroactively, and therefore the actual effective term cannot be prior to SCNS approval, which must be obtained prior to the first day of classes for the effective term. SCNS approval typically requires at least 6 weeks after approval of the course change at UF.

Response:
Earliest Available

Effective Year

Select the requested year that the course change will first be implemented. See preceding item for further information.

Response:
Earliest Available

Requested Action

Indicate whether the change is for termination of the course or any other change. If the latter is selected, all of the following items must be completed for any requested change.

Response:
Other (selecting this option opens additional form fields below)

Change Course Prefix?

Response:
No

Change Course Level?

Note that a change in course level requires submission of a course syllabus.

Response:
No

Change Course Number?

Response:
No

Change Lab Code?

Note that a change in lab code requires submission of a course syllabus.

Response:

No

Change Course Title?

Response:
Yes

Current Course Title

Response:
Production Management Problems

Proposed Course Title

Response:
Contemporary Issues in Supply Chain Analytics

Change Transcript Title?

Response:
No

Change Credit Hours?

Note that a change in credit hours requires submission of a course syllabus.

Response:
No

Change Variable Credit?

Note that a change in variable credit status requires submission of a course syllabus.

Response:
No

Change S/U Only?

Response:
No

Change Contact Type?

Response:
No

Change Rotating Topic Designation?

Response:
No

Change Repeatable Credit?

Note that a change in repeatable credit status requires submission of a course syllabus.

Response:
No

Maximum Repeatable Credits

Enter the maximum credits a student may accrue by repeating this course.

Response:
0

Change Course Description?

Note that a change in course description requires submission of a course syllabus.

Response:
Yes

Proposed Course Description (50 words max)

Response:
In this course, the focus is on using analytics to address supply chain decision making. More specifically, students are exposed to analytical approaches for addressing decisions on multi-echelon supply chain inventories, revenue management, supply chain contracts, supply chain sustainability, and risk pooling.

Change Prerequisites?

Response:

No

Change Co-requisites?

Response:

No

Rationale

Please explain the rationale for the requested change.

Response:

We are requesting a name change for MAN 6511 from “Production Management Problems” to “Contemporary Issues in Supply Chain Analytics”. In contemporary settings, “production” decisions are framed in terms of their impact of the entire supply chain.

This has led to the emergence of supply chains as a focal area of study and is the primary motivation for requesting this name change for the course.

MAN6511

Contemporary Issues in Supply Chain Analytics

Fall 2019

INSTRUCTOR : Staff

CONTACT INFORMATION :

OFFICE HOURS :

PREREQUISITES

None

REQUIRED COURSE MATERIALS

- A required course packet will be available at Target Copy (1412 W. University Avenue, (352) 376-3826). This course packet consists of all course slides, cases, and practice problems and solutions for all topic areas covered.
- A recommended text for the course would be: Cachon, Gérard, and Terwiesch, Christian, *Matching Supply and Demand – An Introduction to Operations Management*, McGraw-Hill Irwin, 4th Edition, 2019.

COURSE OBJECTIVES

The objectives of this course are: (a) To introduce students to the basic concepts in SCM; (b) to familiarize students with the terminology in the area; and (c) To expose students to some of the more common analytical tools used by contemporary operations and supply chain managers. More specifically, the course will examine:

- For supply chains characterized by constrained and time-perishable capacity (e.g., resorts, airlines, etc.), the benefits of using discriminatory pricing in the presence of different consumer segments;
- The use of contractual agreements between supply chain members that enhance profitability and customer service;
- The operation of the recycling supply chain from the perspective of resource conservation and waste disposal;
- How firms integrate supplier lead times and customer service levels in managing their inventory levels; and
- The trade-offs between decentralization and centralization in a supply chain from the perspective of risk pooling.

Finally, through case studies, we also examine how the focus on sustainability moderates the supply chain landscape.

ASSURANCE OF LEARNING

Each program at the Warrington College of Business Administration has developed goals and objectives that express the most valued skills and knowledge that students should be able to demonstrate upon completion of the total learning experiences in that program. The following goals are specifically mapped to MAN6511.

- Apply appropriate problem solving and decision-making skills.
- Think critically and analytically in formulating business solutions.

COURSE EVALUATION

The course grades will be determined by assigning the following weights to the individual course deliverables:

• Exam 1 (Individual)	35%
• Case Presentation (Team)	10%
• Case Report (Team)	10%
• Attendance (Individual)	3%
• Peer Evaluation of Team Members (Individual)	2%
• Exam 2 (Individual)	40%

You are required to take the two exams at the regularly scheduled times (no exceptions). Typically, course grades will be determined based on the following percentage scale: $\geq 94\%$: A; 91-93.99%: A-; 88-90.99%: B+; 81-87.99%: B; 78-80.99%: B-; 74-77.99%: C+; 70-73.99%: C; 67-69.99%: C-; 64-66.99%: D+; 60-63.99% D; and $< 60\%$ E.

ACADEMIC DISHONESTY

For any academic class activity, students must follow the University of Florida Student Honor Code (<http://www.dso.ufl.edu/scr/honorcodes/honorcode.php>). **Any violation of the honor code will automatically result in a grade of E (Fail) for this course and further sanctions that may include a suspension or expulsion from the University.** All incidents will be reported to Student Conduct and Conflict Resolution at the University of Florida.

CLASS POLICIES AND PARTICIPATION

By enrolling in this course **you agree to abide by the following policies.**

ATTENDANCE

Attendance is mandatory. In class, full participation is required. In addition, students are expected to complete assigned readings before class.

MAKE-UP WORK

No makeup work will be provided for this course, unless it is due to a University of Florida sanctioned excuse. Proper documentation will have to be provided in support, clearly indicating: (a) the name of the student, (b) the reason for absence and (c) the dates of the absence. This documentation must also be

verified by the Dean of Students Office. Please inform the instructor at least one week prior to the scheduled test for a reschedule date. In case of a medical emergency, you please inform the instructor within one week after the test. Requests made after one week of the test date will not be honored.

EXTRA CREDIT

There will be **no extra credit work available** at any time for any part of the coursework.

LAPTOPS

Please bring your laptops to class since you might need them from time to time. However, when not required, they should be turned off.

CELL/SMART PHONES IN THE CLASSROOM

Absolutely no cell/smart phones can be used in the classroom during lectures and exams.

STUDENTS WITH DISABILITIES

Students requesting special classroom accommodations must first register with the Dean of Students Office (<https://drc.dso.ufl.edu/>) and obtain the necessary documentation to request appropriate in-class accommodations.

COURSE OUTLINE (TENTATIVE)

Week	Topic(s)
1	Course outline/content; Introduction to Supply Chain Management; The Newsvendor Problem.
2	Revenue Management; and Coordination in a Supply Chain.
3	Exam Review and Exam 1.
4	Sustainability in a Supply Chain: Case Discussions/Presentations.
5	The Recycling Supply Chain.
6	Service Levels and Lead Times in Supply Chains; and Risk Pooling in Supply Chains.
7	Exam Review and Exam 2.

Degree|Change_Credits for request 14294

Info

Request: MSE Credit Reduction

Description of request: We would like to reduce the required number of credits for the MSE program from 36 to 32.

Submitter: Jamie Kraft jamie.kraft@warrington.ufl.edu

Created: 9/27/2019 4:24:36 PM

Form version: 1

Responses

Degree Name

Enter the name of the degree program.

Response:
Master of Science in Entrepreneurship

CIP Code

Enter the six digit Classification of Instructional Programs (CIP) code for the degree program. The code has the numerical format XX.XXXX. Contact the Office of Institutional Planning and Research (OIPR) to verify the CIP code for the existing degree program.

Response:
52.0201

Current Total Credits

Enter the current number of credits needed to complete the majors in the degree program.

Response:
36

Proposed Total Credits

Enter the proposed number of credits needed to complete the majors in the degree program.

Response:
32

Effective Term

Enter the term (semester and year) that the requested change in total credits would be effective.

Response:
Fall

Effective Year

Response:
2020

Pedagogical Rationale/Justification

Describe the rationale for the proposed change to the total credits. In accordance with the requirements of Section 1007.25, F.S., the Board of Governors may approve a request by a university board of trustees for a bachelor's degree program to exceed 120 credit hours to degree for the following reasons:

<ol style="list-style-type:lower-alpha;">

- Additional courses are required to meet specialized accreditation standards for program content and such accreditation is expected or required for program graduates to become employed in the profession for which they are being prepared (e.g. Engineering, Architecture).*
- Additional courses are required to meet state or federal mandated criteria for professional licensing (e.g., Teacher Education).*
- The degree program offers a unique and innovative learning experience, such as honors programs, individualized study, and other non-traditional approaches to education.*

Response:

We would like to reduce the number of credits to streamline the curricular offering as well as reduce the academic burden on the students over the course of the 11-month duration.

Impact on Initial Enrollment/Retention/Graduation

Describe the projected impact of the change in total credits on enrollment and on retention and graduation of students in the majors.

Response:

We expect that the impact on enrollment will be positive as the cost of the program will be reduced and the time commitments will be reduced as well.

Assessment Data Review

Describe the Student Learning Outcome and/or program goal data that was reviewed to support the proposed changes.

Response:

The primary impact addressed was the level of burden placed on the student across each module, semester and the year. By reducing the required number of credits, we expect that the students academic performance will be ameliorated, their mastery of learning outcomes will strengthened and their management of expectations will be improved.

Academic Learning Compact and Academic Assessment Plan

Describe the modifications to the Academic Learning Compact and Academic Assessment Plan that result from the proposed change.

Response:

As a result of this credit reduction, the students will no longer complete leadership and experiential learning modules formally for credit. Elements of this will be woven across remaining credits. In addition, the practicum experience that previously was taken for credit will now be a part of the students extracurricular program final exam work.

Degree|Change_Credits for request 14298

Info

Request: M.S. in Management Degree - Credit Change Request for Business Major Track

Description of request: Request to lower the M.S. - Management (MSM) credit requirements from 32 to 30 credits for the new MSM track for business majors.

Currently, the MSM program is only open to students from non-business majors. The new MSM track for business majors will give access to students who completed a bachelor's degree in business. The proposed curriculum for the MSM business major track consists of 30 credits, instead of 32 credits. The MSM business major track students will not be required to take some business foundation courses (e.g. ACG5005, FIN5437, MAN5502 etc.), which are typically taken by undergraduate business majors. Instead, students with a bachelor's degree in business will take additional graduate management courses and graduate business electives. For MSM students from non-business majors, the 32-credit degree requirement will remain the same.

Submitter: Ana Portocarrero anais@ufl.edu

Created: 9/30/2019 9:43:20 AM

Form version: 1

Responses

Degree Name

Enter the name of the degree program.

Response:

Master of Science, major in Management

CIP Code

Enter the six digit Classification of Instructional Programs (CIP) code for the degree program. The code has the numerical format XX.XXXX. Contact the [Office of Institutional Planning and Research \(OIPR\)](#) to verify the CIP code for the existing degree program.

Response:

52.0201

Current Total Credits

Enter the current number of credits needed to complete the majors in the degree program.

Response:

32

Proposed Total Credits

Enter the proposed number of credits needed to complete the majors in the degree program.

Response:

30

Effective Term

Enter the term (semester and year) that the requested change in total credits would be effective.

Response:

Fall

Effective Year

Response:
2020

Pedagogical Rationale/Justification

Describe the rationale for the proposed change to the total credits. In accordance with the requirements of Section 1007.25, F.S., the Board of Governors may approve a request by a university board of trustees for a bachelor's degree program to exceed 120 credit hours to degree for the following reasons:

<ol style="list-style-type:lower-alpha;">

- Additional courses are required to meet specialized accreditation standards for program content and such accreditation is expected or required for program graduates to become employed in the profession for which they are being prepared (e.g. Engineering, Architecture).*
- Additional courses are required to meet state or federal mandated criteria for professional licensing (e.g., Teacher Education).*
- The degree program offers a unique and innovative learning experience, such as honors programs, individualized study, and other non-traditional approaches to education.*

Response:

Currently, the M.S. - Management (MSM) program is only offered to students from non-business majors. Beginning in Fall 2020, the Warrington College of Business will allow students with a bachelor's degree in business to pursue the M.S. degree. The proposed curriculum for the MSM track for business majors consists of 30 credits, instead of 32 credits. These students will not be required to take some business foundation courses (e.g. ACG5005, FIN5437, MAN5502 etc.), which are typically taken by undergraduate business students. Instead, students with a bachelor's degree in business will take additional graduate management courses and business electives.

Impact on Initial Enrollment/Retention/Graduation

Describe the projected impact of the change in total credits on enrollment and on retention and graduation of students in the majors.

Response:

For MSM students from non-business majors, the 32-credit degree requirement will remain the same. We do not anticipate any negative impact in terms of enrollment, retention or graduation for these students.

For new MSM students with a bachelor's degree in business, the 30-credit degree requirement will be clearly stated on the MSM program website. We do not anticipate any negative impact in terms of enrollment, retention or graduation for these students.

Assessment Data Review

Describe the Student Learning Outcome and/or program goal data that was reviewed to support the proposed changes.

Response:

The proposed changes will not result in any student learning outcome and/or program goals changes.

Academic Learning Compact and Academic Assessment Plan

Describe the modifications to the Academic Learning Compact and Academic Assessment Plan that result from the proposed change.

Response:

For the MSM track for business majors, students will not be required to take some business foundation courses (e.g. ACG5005, FIN5437, MAN5502 etc.), which are typically taken by undergraduate business majors. Instead, students with a bachelor's degree in business will take additional graduate management courses and graduate business electives.

Management

College

[Warrington College of Business](#)

Department/School

[Management Department](#)

Management Program Information

Master of Science degree with a major in Management, non-thesis option ~~-. This M.S. program is designed to afford general business competency to students who possess little or no educational business background. The M.S. with a major in management program is only open to non-business majors. Students must complete the 32-credit curriculum, which consists of 22 core credits and 10 elective credits, with a grade point average (major and overall) of 3.0 or higher.~~

[The M.S. program offers the following tracks:](#)

[1\) For students without a bachelor's degree in business, the M.S. program consists of 32 credits \(22 core credits and 10 elective credits\). The program is designed to afford general business competency to students who possess little or no educational business background.](#)

[2\) For students with a bachelor's degree in business, the M.S. program consists of 30 credits \(18 core credits and 12 elective credits\). The program is designed to enhance a student's general business competency supplemented by advanced management coursework.](#)

Combined Degree Program: The M.S. with a major in management offers a combined bachelor's/master's degree option.

For more information, please see our website: <http://warrington.ufl.edu/graduate/academics/msm>.

Degrees Offered with a Major in Management

Master of Science

without a concentration

Management Program Core Courses

- [ACG 5005: Financial Accounting](#)
- [ACG 5075: Managerial Accounting](#)
- [BUL 5811: Law, Ethics, and Organizations](#)
- [ECO 5715: Open Economy Macroeconomics](#)
- [ECO 6409: Game Theory Applied to Business Decisions](#)
- [ECP 5702: Managerial Economics](#)

- [ECP 6708: Cases in Competitive Strategy](#)
- [FIN 5437: Finance I: Asset Valuation, Risk, and Return](#)
- [GEB 5212: Professional Writing in Business](#)
- [GEB 5215: Professional Communication in Business](#)
- [MAN 5246: Organizational Behavior](#)
- [MAN 5502: Production and Operations Management](#)
- [MAN 6636: Global Strategic Management](#)
- [MAR 5806: Problems and Methods in Marketing Management](#)
- [QMB 5304: Introduction to Managerial Statistics](#)

Management Departmental Courses

- [BUL 5810: Legal Environment of Business](#)
- [BUL 5811: Law, Ethics, and Organizations](#)
- [BUL 5832: Commercial Law for Accountants](#)
- [BUL 6441: Business Ethics and Corporate Social Responsibility](#)
- [BUL 6516: Law of Real Estate Transactions](#)
- [BUL 6656: Law for Entrepreneurs](#)
- [BUL 6821: Cyberlaw and Ethics](#)
- [BUL 6841: Employment Law](#)
- [BUL 6852: International Business Law](#)
- [BUL 6905: Individual Work](#)
- [BUL 6930: Special Topics](#)
- [ENT 6706: Global Entrepreneurship](#)
- [MAN 5141: Leadership Skills](#)
- [MAN 5245: Organizational Behavior](#)
- [MAN 5246: Organizational Behavior](#)
- [MAN 5265: Managing Groups and Teams](#)
- [MAN 6149: Developing Leadership Skills](#)
- [MAN 6257: Power and Politics in Organizations](#)
- [MAN 6266: Managing Groups and Teams in Organizations](#)
- [MAN 6331: Compensation in Organizations](#)
- [MAN 6365: Organizational Staffing](#)

- [MAN 6366: Organizational Staffing](#)
- [MAN 6446: Negotiations](#)
- [MAN 6447: Art and Science of Negotiation](#)
- [MAN 6635: International Aspects of Human Resource Management](#)
- [MAN 6636: Global Strategic Management](#)
- [MAN 6637: Global Strategic Management](#)
- [MAN 6721: Business Policy](#)
- [MAN 6724: Strategic Management](#)
- [MAN 6900: Capstone Project](#)
- [MAN 6905: Individual Work in Management](#)
- [MAN 6910: Supervised Research](#)
- [MAN 6930: Special Topics](#)
- [MAN 6940: Supervised Teaching](#)
- [MAN 6973: Project in Lieu of Thesis](#)
- [MAN 7108: Seminar in Research Concepts and Methods in Management](#)
- [MAN 7109: Seminar in Motivation and Attitudes](#)
- [MAN 7208: Seminar in Contemporary Approaches to Organizations](#)
- [MAN 7267: Seminar on Groups and Teams Research](#)
- [MAN 7328: Seminar on Staffing and Selection](#)
- [MAN 7778: Seminar in Strategic Adaptation to Environment](#)
- [MAN 7779: Strategic Processes and Structure in Organizations](#)
- [MAN 7979: Advanced Research](#)
- [MAN 7980: Research for Doctoral Dissertation](#)

Accounting Departmental Courses

- [ACG 5005: Financial Accounting](#)
- [ACG 5065: Financial and Managerial Accounting](#)
- [ACG 5075: Managerial Accounting](#)
- [ACG 5226: Advanced Accounting](#)
- [ACG 5505: Governmental Accounting](#)
- [ACG 5637: Auditing I](#)
- [ACG 5647: Auditing II](#)

- [ACG 5815: Accounting Regulation](#)
- [ACG 6107: Accounting for Income Taxes](#)
- [ACG 6136: Accounting Theory](#)
- [ACG 6175: Financial Reporting and Analysis](#)
- [ACG 6207: Accounting for Risk](#)
- [ACG 6265: International Accounting and Taxation](#)
- [ACG 6385: Controllership](#)
- [ACG 6635: Issues in Audit Practice](#)
- [ACG 6685: Forensic Accounting](#)
- [ACG 6691: International Auditing](#)
- [ACG 6697: Information Systems Assurance](#)
- [ACG 6905: Individual Work in Accounting](#)
- [ACG 6935: Special Topics in Accounting](#)
- [ACG 6940: Supervised Teaching](#)
- [ACG 7399: Accounting Research and Analysis](#)
- [ACG 7885: Accounting Research I](#)
- [ACG 7886: Accounting Research II](#)
- [ACG 7887: Research Analysis in Accounting](#)
- [ACG 7939: Theoretical Constructs in Accounting](#)
- [ACG 7979: Advanced Research](#)
- [ACG 7980: Research for Doctoral Dissertation](#)
- [TAX 5005: Introduction to Federal Income Taxation](#)
- [TAX 5025: Federal Income Tax 1](#)
- [TAX 5027: Federal Income Tax 2](#)
- [TAX 5065: Tax Professional Research](#)
- [TAX 6105: Corporate Taxation](#)
- [TAX 6115: Advanced Corporate Taxation](#)
- [TAX 6205: Partnership Taxation](#)
- [TAX 6526: International Taxation](#)
- [TAX 6726: Executive Tax Planning](#)
- [TAX 6877: State and Local Taxation](#)

Finance, Insurance, and Real Estate Departmental Courses

- [ENT 5275: Family Business Management](#)
- [ENT 6006: Entrepreneurship](#)
- [ENT 6008: Entrepreneurial Opportunity](#)
- [ENT 6016: Venture Analysis](#)
- [ENT 6116: Business Plan Formation](#)
- [ENT 6416: Venture Finance](#)
- [ENT 6506: Social Entrepreneurship](#)
- [ENT 6616: Creativity in Entrepreneurship](#)
- [ENT 6905: Individual Work in Entrepreneurship](#)
- [ENT 6930: Special Topics](#)
- [ENT 6933: Entrepreneurship Lecture Series](#)
- [ENT 6946: Entrepreneurial Consulting Project](#)
- [ENT 6950: Integrated Technology Ventures](#)
- [FIN 5405: Business Financial Management](#)
- [FIN 5437: Finance I: Asset Valuation, Risk, and Return](#)
- [FIN 5439: Finance II: Capital Structure and Risk Management Issues](#)
- [FIN 6108: Personal Financial Management](#)
- [FIN 6246: Money and Capital Markets](#)
- [FIN 6296: Capitalism](#)
- [FIN 6306: Investment Banking](#)
- [FIN 6425: Corporation Finance](#)
- [FIN 6427: Measuring and Managing Value](#)
- [FIN 6429: Financial Decision Making](#)
- [FIN 6432: Asset Valuation and Corporate Finance](#)
- [FIN 6438: Study in Valuation](#)
- [FIN 6465: Financial Statement Analysis](#)
- [FIN 6477: Entrepreneurial Finance](#)
- [FIN 6489: Financial Risk Management](#)
- [FIN 6496: Mergers & Acquisitions](#)
- [FIN 6518: Investment Concepts](#)

- [FIN 6525: Asset Management Project](#)
- [FIN 6526: Portfolio Theory](#)
- [FIN 6528: Asset Allocation and Investment Strategy](#)
- [FIN 6537: Derivative Securities](#)
- [FIN 6545: Fixed Income Security Valuation](#)
- [FIN 6547: Interest Rate Risk Management](#)
- [FIN 6549: Special Topics in Fixed Income Securities](#)
- [FIN 6575: Emerging Markets Finance I](#)
- [FIN 6576: Emerging Markets Finance II](#)
- [FIN 6585: Securities Trading](#)
- [FIN 6596: Introduction to Computational Methods & Derivative Pricing](#)
- [FIN 6608: Financial Management of the Multinational Corporation](#)
- [FIN 6626: International Finance](#)
- [FIN 6638: International Finance](#)
- [FIN 6727: Economic Organizations and Markets](#)
- [FIN 6728: Capitalism and Regulation](#)
- [FIN 6729: Economics Organizations and Markets](#)
- [FIN 6785: Investment Banking and Corporate Financial Modeling I](#)
- [FIN 6786: Investment Banking and Corporate Financial Modeling II](#)
- [FIN 6905: Individual Work in Finance](#)
- [FIN 6930: Special Topics in Finance](#)
- [FIN 6935: Finance Professional Speaker Series](#)
- [FIN 6936: Special Topics In Investment Finance](#)
- [FIN 6957: International Studies in Finance](#)
- [FIN 6958: International Finance Study Tour](#)
- [FIN 7446: Financial Theory I](#)
- [FIN 7447: Financial Theory II](#)
- [FIN 7808: Corporate Finance](#)
- [FIN 7809: Investments](#)
- [FIN 7938: Finance Research Workshop](#)
- [FIN 7979: Advanced Research](#)

- [FIN 7980: Research for Doctoral Dissertation](#)
- [GEB 5114: Entrepreneurship and Venture Finance](#)
- [GEB 6157: Entrepreneurship Experiential Learning Project](#)
- [GEB 6366: Fundamentals of International Business](#)
- [REE 6007: Fundamentals of Real Estate Development](#)
- [REE 6045: Introduction to Real Estate](#)
- [REE 6058: Real Estate Research and Technology](#)
- [REE 6105: Real Estate Appraisal](#)
- [REE 6206: Primary Mortgage Markets and Institutions](#)
- [REE 6208: Secondary Mortgage Markets and Securitization](#)
- [REE 6315: Real Estate Market and Transaction Analysis](#)
- [REE 6395: Investment Property Analysis](#)
- [REE 6397: Real Estate Securities and Portfolios](#)
- [REE 6705: Geographic Information Systems and Location Analysis](#)
- [REE 6737: Real Estate Development](#)
- [REE 6905: Individual Work in Real Estate](#)
- [REE 6930: Special Topics in Real Estate](#)
- [REE 6935: Real Estate Case Studies](#)
- [REE 6948: Capstone Seminar and Applied Project](#)

Information Systems and Operations Management Departmental Courses

- [ISM 5021: Information Systems in Organizations](#)
- [ISM 6022: Management Information Systems](#)
- [ISM 6123: Systems Analysis and Design](#)
- [ISM 6128: Advanced Business Systems Design and Development I](#)
- [ISM 6129: Advanced Business Systems Design and Development II](#)
- [ISM 6215: Business Database Systems I](#)
- [ISM 6216: Business Database Systems II](#)
- [ISM 6217: Database Management Systems](#)
- [ISM 6222: Business Telecom Strategy and Applications I](#)
- [ISM 6223: Business Telecom Strategy and Applications II](#)
- [ISM 6224: Business Telecom Strategy and Applications III](#)

- [ISM 6226: Business Telecom Strategy and Applications](#)
- [ISM 6236: Business Objects I](#)
- [ISM 6239: Business Objects II](#)
- [ISM 6251: Programming for Business Analytics](#)
- [ISM 6257: Intermediate Business Programming](#)
- [ISM 6258: Advanced Business Programming](#)
- [ISM 6259: Business Programming](#)
- [ISM 6405: Business Intelligence](#)
- [ISM 6423: Data Analysis for Decision Support](#)
- [ISM 6485: Electronic Commerce and Logistics](#)
- [ISM 6486: eCommerce Technologies](#)
- [ISM 6487: Risks and Controls in eCommerce](#)
- [ISM 6942: Electronic Commerce Practicum](#)
- [ISM 7166: Advanced Business Systems Design and Development III](#)
- [MAN 5501: Management](#)
- [MAN 5502: Production and Operations Management](#)
- [MAN 6508: Management of Service Operations](#)
- [MAN 6511: Production Management Problems](#)
- [MAN 6528: Principles of Logistics/Transportation Systems](#)
- [MAN 6573: Purchasing and Materials Management](#)
- [MAN 6575: Purchasing and Supplier Relationship Management](#)
- [MAN 6581: Project Management](#)
- [MAN 6586: Project Management](#)
- [MAN 6598: Logistics and Distribution Management](#)
- [MAN 6599: Tactical Logistics Planning](#)
- [MAN 6617: International Operations/Logistics](#)
- [MAN 6619: International Logistics](#)
- [QMB 5303: Managerial Statistics](#)
- [QMB 5304: Introduction to Managerial Statistics](#)
- [QMB 5305: Advanced Managerial Statistics](#)
- [QMB 6358: Statistical Analysis for Managerial Decisions I](#)

- [QMB 6359: Statistical Analysis for Managerial Decisions II](#)
- [QMB 6607: Decision Processes Under Uncertainty I](#)
- [QMB 6616: Business Process Analysis](#)
- [QMB 6693: Quality Management and Control Systems](#)
- [QMB 6697: Optimization in Simulation Modeling I](#)
- [QMB 6755: Managerial Quantitative Analysis I](#)
- [QMB 6756: Managerial Quantitative Analysis II](#)
- [QMB 6845: Supply Chain Analytics: Gaming the Supply Chain](#)
- [QMB 6905: Individual Work in Information Systems and Operations Management](#)
- [QMB 6910: Supervised Research](#)
- [QMB 6930: Special Topics in Information Systems and Operations Management](#)
- [QMB 6940: Supervised Teaching](#)
- [QMB 6941: Internship](#)
- [QMB 6957: International Studies in Quantitative Methods](#)
- [QMB 6971: Research for Master's Thesis](#)
- [QMB 7931: Special Topics in Information Systems and Operations Management](#)
- [QMB 7933: Seminar in Information Systems and Operations Management](#)
- [QMB 7979: Advanced Research](#)
- [QMB 7980: Research for Doctoral Dissertation](#)

Marketing Departmental Courses

- [MAR 5805: Problems and Methods in Marketing Management](#)
- [MAR 5806: Problems and Methods in Marketing Management](#)
- [MAR 6157: International Marketing](#)
- [MAR 6158: International Marketing](#)
- [MAR 6237: The Art and Science of Pricing](#)
- [MAR 6256: Strategy and Tactics of Pricing](#)
- [MAR 6335: Building and Managing Brand Equity](#)
- [MAR 6456: Business-to-Business Marketing](#)
- [MAR 6508: Customer Analysis](#)
- [MAR 6601: Entrepreneurial Marketing I](#)
- [MAR 6602: Entrepreneurial Marketing II](#)

- [MAR 6646: Marketing Research for Managerial Decision Making](#)
- [MAR 6648: Marketing Research for Managerial Decision Making](#)
- [MAR 6722: Web-Based Marketing](#)
- [MAR 6725: Introduction to Electronic Commerce](#)
- [MAR 6816: Advanced Marketing Management \(MBA\)](#)
- [MAR 6818: Advanced Marketing Management](#)
- [MAR 6833: Product Development and Management](#)
- [MAR 6834: Marketing of Science and Technology](#)
- [MAR 6835: Marketing of Science and Technology](#)
- [MAR 6837: Consumer-Centered Product Design](#)
- [MAR 6861: Customer Relationship Management](#)
- [MAR 6862: Customer Relationship Management](#)
- [MAR 6905: Individual Work](#)
- [MAR 6910: Supervised Research](#)
- [MAR 6930: Special Topics in Marketing](#)
- [MAR 6940: Supervised Teaching](#)
- [MAR 6957: International Studies in Marketing](#)
- [MAR 6971: Research for Master's Thesis](#)
- [MAR 7507: Perspectives on Consumer Behavior](#)
- [MAR 7588: Consumer Information Processing and Decision Making](#)
- [MAR 7589: Judgment and Decision Making](#)
- [MAR 7626: Multivariate Statistical Methods in Marketing](#)
- [MAR 7636: Research Methods in Marketing](#)
- [MAR 7666: Marketing Decision Models](#)
- [MAR 7786: Marketing Literature](#)
- [MAR 7925: Workshop in Marketing Research](#)
- [MAR 7979: Advanced Research](#)
- [MAR 7980: Research for Doctoral Dissertation](#)

Warrington College of Business Courses

- [BTE 7171: Preparing to Teach in Business](#)
- [GEB 5212: Professional Writing in Business](#)

- [GEB 5215: Professional Communication in Business](#)
- [GEB 5225: Advanced Business Writing](#)
- [GEB 5929: Foundations Review](#)
- [GEB 6229: Professional Communication for Accountants](#)
- [GEB 6365: International Business](#)
- [GEB 6905: Individual Work](#)
- [GEB 6930: Special Topics](#)
- [GEB 6941: Internship](#)
- [GEB 6957: International Studies in Business](#)

Business Administration (Marketing - Master's)

Commented [LJ1]: New content is highlighted. Everything else is in the current graduate catalog

Business Administration (Marketing – Master's)

The **M.A. degree in Business Administration** with a concentration in marketing focuses on consumer behavior, marketing management, and marketplace phenomena. Students study the critical linkages between an organization and its environment, particularly customers and competitors.

The M.S. degree in Business Administration with a concentration in marketing

Scholarly Research Track:

The M.S. degree in Business Administration with a concentration in marketing is intended for students whose ultimate objective is to earn a Ph.D. in marketing at another institution. Applicants must have (a) an undergraduate degree from a nationally accredited program, (b) a minimum 3.5 undergraduate GPA, (c) a minimum 600 GMAT (1250 GRE), and (d) evidence of a strong interest in academic research in marketing. The concentration requires 30 credits of graduate-level courses, at least half of which must be in marketing.

Commented [LJ2]: These headings are new.

Industry Track:

The M.S. degree in Business Administration with a concentration in marketing is intended for students whose objective is to work in the field of marketing in a corporate, NGO, or entrepreneurial setting. Courses span the domain of marketing decision-making, from broad marketing strategy considerations to more focused decision areas such as pricing, branding, customer relationship management, and new product development.

Commented [LJ3]: This is new

Master of Science in Marketing
(30 credits)

At least 50% must be MAR courses

ON-CAMPUS FORMAT

CORE COURSES (20 Credits)

a) Business Core (6 credits)

- GEB 5212 Professional Writing - 1 credit
- GEB 5215 Professional Communication - 1 credit
- MAR 5806 Marketing Management* – 2 credits
- QMB 5304 Intro. Managerial Statistics – 2 credits

b) Marketing Specific Core (14 credits) - Select from courses listed below

- MAR 6157 International Marketing – 2 credits
- MAR 6722 Web-based Marketing – 2 credits
- MAR 6833 Product Devel/Manage – 2 credits
- MAR 6930 Marketing Ethics – 2 credits
- MAR 6930 Decision Making – 2 credits
- MAR 6930 Marketing Analytics I – 2 credits
- MAR 6930 Marketing Analytics II – 2 credits
- MAR 6930 Professional Selling – 2 credits
- MAR 6861 Customer Relationship Management – 2 credits
- MAR 6508 Customer Analysis – 2 credits
- MAR 6335 Build/Man Brand Equity – 2 credits
- MAR 6237 Art and Sci of Pricing – 2 credits

*For undergraduate marketing majors who took MAR 4803, this course must be replaced with another graduate marketing course.

ELECTIVE COURSES (10 Credits)

Choose business electives from a variety of subject areas such as marketing, entrepreneurship, finance, information systems & operations management, international business, management and real estate.

TOTAL CREDITS: 30

Master of Science in Marketing
Academic Plans by Start Term

Fall Start

Fall Module 1 (7 credits)

- MAR 5806 Marketing Management*
- QMB 5304 Intro. Managerial Statistics
- GEB 5215 Professional Communication (1credit)
- Marketing Course

Fall Module 2 (7 credits)

- GEB 5212 Professional Writing (1 credit)
- Marketing Course
- Marketing Course
- Graduate Business Elective

Spring Module 3 (6 credits)

- Graduate Business Elective
- Marketing Course
- Marketing Course

Spring Module 4 (6 credits)

- Graduate Business Elective
- Marketing Course
- Graduate Business Elective

Summer A (4 credits)

- Marketing Course (ONLINE)
- Marketing Course (ONLINE)

Spring Start

Spring Module 3 (7 credits)

- MAR 5806 Marketing Management*
- QMB 5304 Intro. Managerial Statistics
- GEB 5215 Professional Communication (1credit)
- Graduate Business Elective

Spring Module 4 (7 credits)

- GEB 5212 Professional Writing (1 credit)
- Marketing Course
- Marketing Course
- Graduate Business Elective

Summer A (4 credits)

- Marketing Course (ONLINE)
- Marketing Course (ONLINE)

Fall Module 1 (6 credits)

- Graduate Business Elective
- Marketing Course
- Marketing Course

Fall Module 2 (6 credits)

- Marketing Course
- Marketing Course
- Graduate Business Elective

**Master of Science in Management – Track for Business Majors
(30 credits)**

ON-CAMPUS FORMAT

CORE COURSES (18 Credits)

a) Business Core (6)

- GEB 5212 Professional Writing (1 credit)
- GEB 5215 Professional Communication (1 credit)
- MAR 5806 Marketing Management*
- QMB 5304 Intro. Managerial Statistics

b) Management Specific Core (12)

- MAN 5246 Organizational Behavior**
- MAN 6636 Global Strategic Management
- MAN6331 Compensation in Organizations
- MAN6635 International Aspects of Human Resource Management
- MAN6366 Organizational Staffing
- MAN6930 Leading Teams

*For marketing majors, this course could be replaced with another MAR elective.

**For management majors, this course could be replaced with another graduate business elective.

ELECTIVE COURSES (12 Credits)

Choose business electives from a variety of subject areas such as entrepreneurship, finance, information systems & operations management, international business, marketing, management and real estate.

Management Elective Options

- MAN6581 Project Management
- MAN6447 Art and Science Negotiation

**Master of Science in Management - Track for Business Majors
Academic Plans by Start Term**

Fall Start Curriculum

Fall Module 1 (6 credits)

- MAR 5806 Marketing Management*
- QMB 5304 Intro. Managerial Statistics
- Graduate Business Elective

Fall Module 2 (6 credits)

- GEB 5212 Professional Writing (1 credit)
- GEB 5215 Professional Communication (1credit)
- MAN 5246 Organizational Behavior**
- MAN6930 Leading Teams

Spring Module 3 (6 credits)

- Graduate Business Elective
- MAN 6366 Organizational Staffing
- MAN 6635 Inter Asp Human Res

Spring Module 4 (6 credits)

- Graduate Business Elective
- MAN 6331 Compensation in Organizations
- MAN 6636 Global Strategic Management

Summer A (6 credits)

- Graduate Business Elective
- Graduate Business Elective
- Graduate Business Elective

Spring Start Curriculum

Spring Module 3 (6 credits)

- QMB 5304 Intro. Managerial Statistics
- MAN6366 Organizational Staffing
- MAN6635 Inter Asp Human Res

Spring Module 4 (6 credits)

- GEB 5212 Professional Writing (1 credit)
- GEB 5215 Professional Communication (1credit)
- MAN 5246 Organizational Behavior**
- MAN6331 Compensation in Organizations

Summer A (6 credits)

- Graduate Business Elective
- Graduate Business Elective
- Graduate Business Elective

Fall Module 1 (6 credits)

- MAR 5806 Marketing Management*
- Graduate Business Elective
- Graduate Business Elective

Fall Module 2 (6 credits)

- Graduate Business Elective
- MAN 6930 Leading Teams
- MAN 6636 Global Strategic Management

Master of Science in Management Curriculum

Non-Business Major Track (32 credits)	Business Major Track (30 credits)
Core Courses (22 credits)	Core Courses (18 credits)
ACG 5005 Financial Accounting ACG 5075 Managerial Accounting BUL 5811 Law, Ethics, and Organizations ECP 5702 Managerial Economics FIN 5437 Finance I: Asset Value Risk Return GEB 5212 Professional Writing (1 credit) GEB 5215 Professional Communication (1 credit) MAN 5246 Organizational Behavior MAN 5502 Production & Ops Management MAN 6636 Global Strategic Management MAR 5806 Marketing Management QMB 5304 Intro. Managerial Statistics	GEB 5212 Professional Writing (1 credit) GEB 5215 Professional Communication (1 credit) MAR 5806 Marketing Management* QMB 5304 Intro. Managerial Statistics MAN 5246 Organizational Behavior** MAN 6636 Global Strategic Management MAN6331 Compensation in Organizations MAN6635 Int'l Aspects of H.R. Management MAN6366 Organizational Staffing MAN6930 Leading Teams *For marketing majors, this course could be replaced with another MAR elective. **For management majors, this course could be replaced with another graduate business elective.
Elective Courses (10 credits)	Elective Courses (12 credits)
Choose business electives from a variety of subject areas such as entrepreneurship, finance, information systems & operations management, international business, marketing, management and real estate.	Choose business electives from a variety of subject areas such as entrepreneurship, finance, information systems & operations management, international business, marketing, management and real estate.

Concentration|New for request 14291

Info

Request: Create new concentration for the MBA program, titled Business Analytics

Description of request: Create a concentration for the MBA Program titled Business Analytics.

Proposed coursework includes:

Advanced Business Systems Design and Development

Business Database Systems

Business Data Presentation and Visualization

Business Intelligence

Marketing Analytics

Organizational Staffing

Finance Analytics

Submitter: John Gresley III john.gresley@warrington.ufl.edu

Created: 9/27/2019 1:52:13 PM

Form version: 1

Responses

Proposed Action

*Choose to add a new concentration if the concentration has never been offered before. In this case documentation of consent from all participating departments must be submitted. *

OR,

*Choose to participate in an existing concentration if the concentration has already been approved. In this case documentation of consent from all departments offering the major must be submitted. *

Response:

Create a Concentration

Note that documents can be uploaded on the next page or after the request has been initiated.

Degree Level

Indicate the degree level in which to add the concentration.

Response:

M - Master's Degree

Thesis or Non-Thesis

is this concentration for a thesis or non-thesis degree?

Response:

Non-Thesis

Concentration Name

Enter the name of the concentration. Example: "Mathematical Modeling" or "Ecological Restoration".

Response:

Business Analytics

Credits

Enter the number of credits for the concentration. Note: as a guideline only, graduate concentrations typically range from 9-21 credits (9-12 for master's degrees, or 9-21 for doctoral degrees).

Response:
10

Effective Term

Enter the term (semester and year) that the concentration would start.

Response:
Spring

Effective Year

Response:
2020

Students

Enter the expected number of new students enrolled in this concentration in the first three years.

Response:
15

Percentage of Credits Available Fully Online

Indicate the percentage of course credits that will be available through fully online courses.

Response:
<50%

Percentage of Credits Available Off-Campus

Indicate the percentage of course credits that will be available away from the main Gainesville campus (including courses with onsite – off main campus meetings).

Response:
<25%

Is this an additional (secondary) concentration?

Response:
No

All Department/Degree/Majors Adding Concentration

List the department / degree / major combinations at the degree level chosen that will offer this concentration.

Response:
CBA - MBA Programs / Master of Business Administration / Business Administration

For example, to request a new "Wetland Sciences" concentration at the master's level, list all master's level degree / major combinations from all participating departments:

- *Forest Resources and Conservation: M.S. in Fisheries and Aquatic Sciences*
- *Forest Resources and Conservation: M.S. in Forest Resources and Conservation*
- *Forest Resources and Conservation: M.F.A.S. in Fisheries and Aquatic Sciences*
- *Forest Resources and Conservation: M.F.R.C. in Forest Resources and Conservation*
- *Geography: M.A in Geography*
- *Geography: M.S. in Geography*
- *Geological Sciences: M.S. in Geology*
- *Geological Sciences: M.S.T. in Geology*

Rationale for Proposed Concentration

Describe the rationale for offering this new concentration and having it on the transcript, how it will enhance the quality of the existing major, how it relates to graduate programs at peer institutions. Also describe what distinguishes this new concentration within the existing major(s) in the degree program, the degree of its overlap with existing majors and concentrations (both in the degree program and in other degree programs at the university), and a justification for any such overlap.

Response:

The Business Analytics concentration is geared toward students interested in careers in business analysis and data analytics. This concentration will allow MBA students to take courses designed to help them learn how to extract, analyze, and interpret data which is relevant to their industry or functional area of choice. This will complement the general business topics covered when students complete the core courses for the MBA.

Nationally there is a strong demand for graduates with functional business understanding capable of providing analysis to solve organization problems. As a result concentrations, specializations, and degree programs in business analytics have become common across business schools as students seek tools to assist in understanding the vast amount of data being collected by firms and industries and using this data in strategic decision making. The six existing MBA concentrations focus broadly on disciplines and functional areas while this concentration focuses more on the underlying data and information used in those functional areas. There are three planned courses that focus on a analytics in a discipline with the academic plan calling on the student to pick one and this single course would be the extent of cross over with existing concentrations.

The courses that are proposed to count toward the degree are all existing courses with one exception (noted*):

Course information is as follows (all credits are 2 credits each):

ISM 6128: Advanced Business Systems Design and Development

ISM 6215: Business Database Systems

ISM 6562: Business Data Presentation and Visualization

ISM 6405: Business Intelligence

MAR 6930: Marketing Analytics

MAN 6366: Organizational Staffing

FIN XXXX: Finance Analytics*

Impacts on Other Programs

Describe any potential impact on other programs or departments, including increased need for general education or common prerequisite courses, or increased need for required or elective courses outside of the existing program.

Response:

This concentration leverages existing courses currently being taught at the graduate business level for other master's degree programs and will not require any new courses or prerequisites.