

## New Undergraduate Program (Majors, Minors, Sequences) Proposal Illinois State University - University Curriculum Committee

**Program Department** Marketing

**Initiator** Peter Kaufman

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**Initiator Department** Marketing

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**Version** 4

**Title of New Program** Minor in Business Analytics **Proposed Starting Catalog Year** 2016-2018

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### Associated Course Proposal(s):

New Course proposal MKT 245 titled *Introduction to Marketing Analytics*

New Course proposal MKT 345 titled *Advanced Marketing Analytics*

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### 1. Proposed Action

New Major

**Major CIP Code** 083.04

√ **New Minor**

New Sequence

More than 50% of courses in this program are Distance Education

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**No** Is this program an Integrated Bachelors/Masters degree program?

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### 2. Provide *Undergraduate Catalog* copy for new program.

#### Minor in Business Analytics

- 27 hours are required. (\*Courses requiring prerequisites, if not already taken, may result in an increase in hours. See below.)
- Foundation Courses (9 hours): MQM 100 or equivalent, MKT 190 or 230, IT 150 or MS Competency.
- Required courses (9 hours): ACC 271 or IT 244; MKT 232 or equivalent; MKT 245.
- Advanced Applied Elective Courses (9 hours selected from): ACC 263, 366, GEO 303; IT 344, 345; MKT 311, 339.13, 345,
- NOTE: A qualifying internship with approval by Marketing Chairperson may count for up to three hours toward the Minor.
- Note: At least half (with a minimum of nine) of the credit hours for a minor must be distinct from any hours the student counts toward a major within the same department or school.

\*Prerequisites for required courses:

ACC 263: MS Office Competency or ACC 167 or 168 or equivalent.

ACC 366: ACC 260 and 261.

GEO 303: GEO 204 or consent of the instructor.

IT 344: IT 244 or equivalent.

IT 345: IT 378.

MKT 311: MKT 190 or 230 and 232, or concurrent registration.

MKT 339.13: MKT 190 or 230 and 232.

MKT 345: MKT 190 or 230, 232, 245.

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### **3. Provide a description for the proposed program.**

Business Analytics is a minor that will provide students with an opportunity to gain deeper proficiency and comfort with data analysis. Minor will also provide students with the context for what question(s) should be asked and how best to collect, analyze and present findings from the analysis of data to answer the question(s).

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### **4. Provide a rationale of proposed program.**

The use of analytics is expected to grow rapidly. Companies will need employees who understand data that is available to them. A study from McKinsey & Co. found that by 2018, the U.S. will face a shortage of 1.5 million managers who can use data to shape business decisions. (WSJ 2011). This minor will provide skill development, introduction and use of contemporary analytical tools, and context that will be useful for future workers to manage effectively.

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### **5. Describe the expected effects of the proposed program on existing campus programs (if applicable).**

There could be some affect on ACC, IT, and GEO, as these departments will be offering a required course (ACC and IT) and at least one elective course. All of these departments have reviewed the proposal and have provided letters of support for the sequence. Through the admission process into the sequence and minor, enrollments should be controlled to minimize the effects of over-enrollments. The required course can be offered by ACC or IT, so the size of the impact on any one department should be minimal. In addition, there are a number of elective alternatives for the major and minor, so the effect on class sizes for any course should be minimized.

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### **6. Provide a sample four year plan of study demonstrating that a student could realistically complete the program requirements in a specific number of semesters.**

There are only 18 hours required for the minor. For a College of Business major, there would be no additional hours beyond these 18 hours to complete the minor. Typically COB students would have 12 hours in University elective courses available. For a non-business major, the student would need to pick up an additional six hours (a three hour statistics course and MKT 230). If the student had not completed ECO 105, the student would need to complete this course prior to taking MKT 230. As such, non-business students should be able to pick up the minor during while completing their major in four years. Several of the courses will also be available during Summer School which should aid the student in completing the coursework for the minor within the four year period.

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**7. Describe the expected curricular changes required, including new courses. If proposals for new courses have also been submitted, please reference those related proposals here:**

The following are new courses associated with the Minor.

- Introduction to Marketing Analytics (MKT 245)
- Advanced Marketing Analytics (MKT 345)
- Introduction to Business Analytics (ACC 271)

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**8. Anticipated funding needs and source of funds.**

No additional financing is requested. A number of courses are already in the curriculum. The new MKT 190, MKT 245 and MKT 345 courses will be covered by current faculty with expertise in the area. The current NTT budget should allow the department to cover any other coverage issues. In addition, through the admission process into the sequence and minor, enrollments will be monitored and controlled to minimize the effects of over-enrollment.

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**9. No Does this program count for teacher education?**

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**10. No Is this an Interdisciplinary Studies program?**

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**11. The following questions must be answered.**

Yes Have letter(s) of concurrence from affected departments/schools been obtained?

*A departments/school is affected if it has a program with significant overlap or if it teaches a required or elective course in the program.*

Yes Does this minor, including all required prerequisite hours, include 18-36 hours?

No Does this minor include more than 25 hours from any major department/school?

No Does this minor require more than 9 hours from major program of study?

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**12. Routing and action summary for New Program:**

**1. Marketing Department Curriculum Committee Chair**

<i>Kimberly Judson</i> (website)	Kimberly Judson	3/18/2014 3:30:10 PM
Signature	Print	Date

**2. Marketing Department Chair/School Director**

<i>Timothy Longfellow</i> (website)	Timothy Longfellow	3/18/2014 3:36:38 PM
Signature	Print	Date

**3. College of Business College Curriculum Committee Chair**

<i>Edgar Norton</i> (website)	Edgar Norton	4/23/2014 8:54:27 AM
Signature	Print	Date

**4. College of Business College Dean***Gerald McKean* (website)

Signature

Gerald McKean

Print

4/23/2014 9:51:24 AM

Date

**5. University Curriculum Committee Chair***Mark Temple* (website)

Signature

Mark Temple

Print

9/24/2014 9:31:01 AM

Date