

ILLINOIS STATE
UNIVERSITY



University Curriculum Committee

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September 24, 2014

TO: Susan Kalter, Chairperson, Academic Senate
FROM: Mark Temple, Chair, University Curriculum Committee ^{MAT}
RE: Executive Summary – Proposal for the New Minor in Business Analytics

The University Curriculum Committee has approved and is forwarding for Academic Senate review the attached proposal to add a new Minor in Business Analytics proposed by the Department of Marketing in conjunction with the proposed new Advanced Marketing Analytics Sequence.

The Department of Marketing has given a reasonable rationale for adding the new minor:

- The use of analytics is expected to grow rapidly.
- A study from McKinsey and Company found that by 2018, the U.S. will face a shortage of 1.5 million managers who can use data to shape business decisions.
- 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.

The expected impact on other departments is minimal. The departments of Accounting, Information Technology and Geography-Geology will be offering a required course and at least one elective course. All these departments have reviewed the proposal and have provided letters of support for the minor. In addition, there are a number of elective alternatives for the minor so the effect on class size for any course should be minimized.

Through the admission process into the minor, enrollments should be controlled to minimize the effects of over-enrollments.

The University Curriculum Committee supports the proposal to add this new minor.

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Attachments