-Proposal Date: February 9, 2016

**Gordon Ford College of Business**

**Information Systems Department**

**Proposal to Revise A Program**

**(Action Item)**

Contact Person: Ray Blankenship, [ray.blankenship@wku.edu](mailto:ray.blankenship@wku.edu), 270-745-5952

**1. Identification of program:**

* 1. Current program reference number: 507P (seeking admission)

507 (officially admitted)

* 1. Current program title: Major in Business Data Analytics
  2. Credit hours: 72

**2. Identification of the proposed program changes:**

Change the math admission requirement for the program to reflect the new Math 123, Mathematical Applications in Business. Further, we want students who have credit for calculus or have Math ACT 26+ or Math SAT 610+ to be able to use those for admission to the program.

**3. Detailed program description:**

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| **Current Program** | **Proposed Program** |
| **Catalog Description – Current** | **Catalog Description - New** |
| The business data analytics major requires 72 semester hours and is designed to prepare students for professional careers using a data analytics focused approach to control, support, and enhance business operations and functions. Global business is increasingly relying on the acquisition, deployment, and management of information systems and services for use in organizational processes which is resulting in an increasing need for information workers. The business data analytics major will provide students with a solid business foundation combined with relevant study of modern technology trends and the impact information systems are having throughout business and society. As demand for computer and information processing services continues to increase, so does the need for hybrid business technology roles. This major will help strengthen the knowledge economy in Kentucky and increase the availability of information workers critical to attracting and retaining corporate interests in the state.  All students must take the following 45 hours of business core courses: ~~MATH 116~~; ACCT 200, 201; CIS 141; ECON 202, 203, 206; CIS 243; FIN 330; MKT 220; MGT 200, 210, 314, 498 or ENT 496; ECON 306 or MGT 313.  To gain admission to the Business Data Analytics Program, students must have:  1. earned a minimum of 60 hours;  2. completed ACCT 200 and 201, CIS 141, ECON 202, 203, and 206, ~~MATH 116 or higher~~, and COMM 145;  3. earned an overall WKU GPA of 2.5 or above;  4. achieved a GPA of 2.5 or above in the following six classes: ACCT 201, CIS 141, ECON 203, ECON 206, ~~MATH 116~~ or higher, and COMM 145.  Students with lower than a 2.5 grade point average that includes 12 hours of upper-division business courses will be allowed to take only those upper-division courses in the Gordon Ford College of Business they are repeating. Repeating a course will not be considered to violate the enrollment policy restricting upper division courses to 12 hours prior to admission.  Students must take the following 27 hours: Business Data Analytics core courses BI 310, 320, 330, 410, 420, 430 and 9 hours of approved business and technology electives. | The business data analytics major requires 72 semester hours and is designed to prepare students for professional careers using a data analytics focused approach to control, support, and enhance business operations and functions. Global business is increasingly relying on the acquisition, deployment, and management of information systems and services for use in organizational processes**,** which is resulting in an increasing need for information workers. The business data analytics major will provide students with a solid business foundation combined with relevant study of modern technology trends and the impact information systems are having throughout business and society. As demand for computer and information processing services continues to increase, so does the need for hybrid business technology roles. This major will help strengthen the knowledge economy in Kentucky and increase the availability of information workers critical to attracting and retaining corporate interests in the state.  All students must take the following 45 hours of business core courses: **MATH 123 or any calculus class or a Math ACT of at least 26 or a Math SAT of at least 610**; ACCT 200, 201; CIS 141; ECON 202, 203, 206; CIS 243; FIN 330; MKT 220; MGT 200, 210, 314, 498 or ENT 496; ECON 306 or MGT 313.  To gain admission to the Business Data Analytics Program, students must have:  1. earned a minimum of 60 hours;  2. completed ACCT 200 and 201, CIS 141, ECON 202, 203, and 206, **MATH 123 or any calculus class or a Math ACT of at least 26 or a Math SAT of at least 610**, and COMM 145;  3. earned an overall WKU GPA of 2.5 or above;  4. achieved a GPA of 2.5 or above in the following six classes: ACCT 201, CIS 141, ECON 203, ECON 206, **MATH 123 or any calculus class or a Math ACT of at least 26 or a Math SAT of at least 610**, and COMM 145.  Students with lower than a 2.5 grade point average that includes 12 hours of upper-division business courses will be allowed to take only those upper-division courses in the Gordon Ford College of Business they are repeating. Repeating a course will not be considered to violate the enrollment policy restricting upper division courses to 12 hours prior to admission.  Students must take the following 27 hours: Business Data Analytics core courses BI 310, 320, 330, 410, 420, 430 and 9 hours of approved business and technology electives. |

**4. Rationale for the proposed program change:**

Math 123, Mathematical Applications for Business, was approved through the appropriate course approval process during the last academic year. The Math Department has offered a special section(s) of the class as Math 116 restricted for business majors for several semesters to help our college determine if a movement from the more theoretical College Algebra to a more applied Math class which covers materials ranging between algebra, probability, statistics, and differential calculus. Empirical evidence suggests that academic performances in our upper level quantitative courses are superior for students who have taken the applied business math class. Further, with our college’s emphasis on applied business education, the applied math better fits with the strategic direction of the college.

**5. Proposed term for implementation and special provisions (if applicable):**

Fall 2018

**6. Dates of prior committee approvals:**

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| Department of Information Systems | August 18, 2017 |
| Gordon Ford College Curriculum Committee |  |
| Undergraduate Curriculum Committee |  |
| University Senate |  |