NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Maryville University of St. Louis

Program Title: Business Data Analytics

Degree/Certificate: MS

Options: Click here to enter text.

Delivery Site(s): Online and Main Campus- St. Louis

CIP Classification: 52.1302 Business Statistics

*CIP code can be cross-referenced with programs offered in your region on MDHE's program inventory highered.mo.gov/ProgramInventory/search.jsp

Implementation Date: 1/17/2017

Cooperative Partners: None

*If this is a collaborative program, form CL must be included with this proposal

AUTHORIZATION:

Mary Ellen Finch 7-1-16

Dr. Mary Ellen Finch, Vice President of Academic Affairs 6/30/16

Name/Title of Institutional Officer   Signature   Date

Dr Pam Horwitz, Dean, John E. Simon School of Business   314-529-9401

Person to Contact for More Information   Telephone

STUDENT ENROLLMENT PROJECTIONS

Year	1	2	3	4	5
Full Time	5	15	30	50	75
Part Time	5	15	30	50	75
Total	10	30	60	100	150

Please provide a rationale regarding how student enrollment projections were calculated:

The enrollment projections are conservatively based on typical program starts at Maryville. Additionally, the numbers reflect input given to the program by industry leaders and recruitment professionals. The numbers above reflect total student enrollment.

Provide a **rationale** for proposing this program, including **evidence of market demand and societal need supported by research**:

As part of the new program approval process, Maryville gathered market information that shows graduate data analytics degrees are on the rise at both the national and local levels. Maryville also gathered information from the Bureau of Labor and Statistics that showed this field is projected to grow 27% within the next decade. Maryville reviewed literature and lengthy discussion as well with leaders in the industry. Maryville's MS in Business Data Analytics will train individuals in skills that combine operational data with analytical tools to effectively present complex and competitive information to business planners and decision makers. The objective of the program is to educate professionals so that they may improve the timeliness and quality of inputs in their organizational decision process.

PROGRAM STRUCTURE

A. Total credits required for graduation: <u>30 credit hours</u>

B. Residency requirements, if any: <u>0</u>

C. General education: Total credits: <u>0</u>

Courses (specific courses OR distribution area and credits):

Course Number	Credits	Course Title

D. Major requirements: Total credits: <u>30 credit hours</u>

Course Number	Credits	Course Title
BDAT-601	3	Data Analytics 1
BDAT-602	3	Database Principles
BDAT-603	3	Intro to Programming
BDAT-604	3	Data Analytics 2
BDAT-605	3	Data Warehousing
BDAT-606	3	Data Mining
BDAT-607	3	Data Visualization
BDAT-608	3	Advanced Topics in Data Analytics
BDAT-609	3	Forecasting and Predictive Modeling
BDAT-610	3	Business Data Analytics Capstone

E. Free elective credits:
<u>0 credit hours</u>
(Sum of C, D, and E should equal A.)

F. Requirements for thesis, internship or other capstone experience:
<u>Not required.</u>

G. Any unique features such as interdepartmental cooperation:
<u>Not applicable.</u>

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Form PS – Program Structure

PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name   Maryville University of St. Louis
Program Name   MS in Business Data Analytics
Date   6/30/2016

(Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below. Quantification of performance goals should be included wherever possible.)

1. Student Preparation

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.
  If students do not have an undergraduate degree in a business related field, students will be required to complete BUS-501:Survey of Business (1 cr).

- Characteristics of a specific population to be served, if applicable.
  No special characteristics.

2. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.
  A terminal degree information technology or a related field is preferred. Faculty must have a minimum of a Master's degree in information technology or a related field; and a certification applicable to the course being taught. Prior teaching experience and relevant business experience are required.

- Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.
  It is estimated that 20% of the credit hours will be instructed by full time faculty.

- Expectations for professional activities, special student contact, teaching/learning innovation.
  Faculty teaching in the program will be expected to serve as student advisors and mentors, be available for regular office hours, and engage in ongoing professional development and scholarly activity in the field. Additionally, they will be innovative with technology applications in the information technology field.

3. Enrollment Projections

- Student FTE majoring in program by the end of five years.

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Form PG – Program Characteristics and Performance Goals

25 full-time; 25 part-time

- Percent of full time and part time enrollment by the end of five years.
  50% Full-time and 50% part time enrollment by end of five years.

4. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.
  35 graduates 3 years after implementation. 80 graduates five years after implementation.

- Special skills specific to the program.
  Data Analysis, Data Visualization, Data Mining.

- Proportion of students who will achieve licensing, certification, or registration.
  Not Applicable.

- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.
  Not Applicable.

- Placement rates in related fields, in other fields, unemployed.
  No data is currently available since the program has not begun, although Bureau of Labor Statistics reviewed prior to program development indicate that available positions in the field will grow 27% within the next decade. This, coupled with our high success rate in job placement for students within the School of Business, gives strength to future placement rates for these students.

- Transfer rates, continuous study.
  Students will be unable to transfer credits into the program because of the ACBSP requirement that students have 30 credits at the graduate level.

5. Program Accreditation

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. **If there are no plans to seek specialized accreditation, please provide a rationale.**
  All Maryville programs are regionally accredited by the Higher Learning Commission. John E. Simon School of Business programs are accredited by ACBSP (Accrediting Council for Business Schools and Programs). The School just received 10 year reaccreditation in June 2012.

6. Alumni and Employer Survey

- Expected satisfaction rates for alumni, *including timing and method of surveys.*

Alumni will be surveyed 2 years and 5 years after graduation using Qualtrix survey software. It is expected that 90% of students will express satisfaction with the program and program outcomes.

- Expected satisfaction rates for employers, including timing and method of surveys. **Employers will be surveyed annually, and it is expected that 95% of the employers will be satisfied with the program and skill levels of our graduates.**

7. Institutional Characteristics

- Characteristics demonstrating why your institution is particularly well-equipped to support the program.

Maryville employs full time faculty with area expertise and has created numerous corporate partnerships, of which many will yield knowledgeable, skilled adjunct faculty for the program, all in an effort to expose our students to a variety of perspectives on topics within this program. Additionally, Maryville has sought to build a technological infrastructure that will meet or exceed the requirements necessary to support this program.

Degree Level
NEW PROGRAMS
GRADUATE - MS BUSINESS DATA ANALYTICS

Location of Program Delivery	
(Note only if other at MARYVILLE)	
MAIN AND ONLINE	PDF OF FORMS ATTACHED TO EMAIL