



## New Program Report

**Date Submitted:**

04/11/2022

**Institution**

Truman State University

**Site Information**

**Implementation Date:**

8/22/2022 12:00:00 AM

**Added Site(s):**

**Selected Site(s):**

Truman State University, 100 East Normal, Kirksville, MO, 63501-9980

**CIP Information**

**CIP Code:**

307102

**CIP Description:**

A program that prepares individuals to apply data science to solve business challenges. Includes instruction in machine learning, optimization methods, computer algorithms, probability and stochastic models, information economics, logistics, strategy, consumer behavior, marketing, and visual analytics. Examples: [Business Forecasting and Trend Spotting]

**CIP Program Title:**

Business Analytics

**Institution Program Title:**

Business Analytics

**Degree Level/Type**

**Degree Level:**

Certificate >= 2 Year but < 4 Year

**Degree Type:**

Certificate 2

**Options Added:**

Collaborative Program:

N

**Mode of Delivery**

Current Mode of Delivery

Classroom

Online

Student Preparation



## New Program Report

**Special Admissions Procedure or Student Qualifications required:**

No special admissions procedures or qualifications are required other than those required of typical Truman undergraduates. Students wishing to take the certificate who are not-regularly matriculated undergraduates must meet any pre-requisites for the coursework being offered.

**Specific Population Characteristics to be served:**

There are three intended audiences for the certificate program. One is current undergraduate students who wish to add the credential to their record. A second is graduates of the university, or other universities, who wish to obtain the certificate as a post-baccalaureate option for up-skilling. Finally, students who have not started or completed a bachelor's degree may be able to take the certificate provided they have met the pre-requisites for the courses offered in the program.

**Faculty Characteristics**

**Special Requirements for Assignment of Teaching for this Degree/Certificate:**

Regular Statistics and Computer Science faculty will be capable of teaching the courses in their respective departments. Faculty in Business with specializations in the elective courses offered in the program are already present, but future faculty will be hired to support the Business major and these courses will be shared with the certificate. A single faculty member with a specialty in Business Analytics will be hired.

**Estimate Percentage of Credit Hours that will be assigned to full time faculty:**

With few exceptions based on exigent circumstances, it is planned that all courses in this certificate will be assigned to full-time faculty.

**Expectations for professional activities, special student contact, teaching/learning innovation:**

Faculty will be expected to engage in regular professional development by attending conferences required to maintain currency in the field. The School of Business is AACSB accredited and faculty are required to meet the individual requires needed to maintain School Accreditation.

**Student Enrollment Projections Year One-Five**

<b>Year 1</b>	<b>Full Time: 20</b>	<b>Part Time: 0</b>	
<b>Year 2</b>	<b>Full Time: 45</b>	<b>Part Time: 0</b>	
<b>Year 3</b>	<b>Full Time: 60</b>	<b>Part Time: 0</b>	<b>Number of Graduates: 8</b>
<b>Year 4</b>	<b>Full Time: 70</b>	<b>Part Time: 0</b>	
<b>Year 5</b>	<b>Full Time: 90</b>	<b>Part Time: 0</b>	<b>Number of Graduates: 18</b>

**Percentage Statement:**

n/a

**Program Accreditation**

**Institutional Plans for Accreditation:**

The School is AACSB accredited. This certificate would be included in that accreditation but will not be independently accredited.

**Program Structure**

**Total Credits:**

20



DEPARTMENT OF  
HIGHER EDUCATION &  
WORKFORCE DEVELOPMENT

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**Residency Requirements:**

20

**General Education Total Credits:**

0

**Major Requirements Total Credits:**

20

**Course(s) Added**

COURSE NUMBER	CREDITS	COURSE TITLE
BSAD 353	3	Information Management and Data Analytics
BSAD 153	1	Introduction to Business Data Analytics
STAT 320	3	Data Visualization
CS 170	4	Introduction to Computer Science I
BSAD 404	3	Corporate Finance (Elective Choice)
STAT 220	3	Fundamentals of Data Science
BSAD 416	3	Business Analytics
ACCT 367	3	Accounting Information Systems (Elective Choice)
BSAD 554/554G	3	Global Supply Chain Management (Elective Choice)
BSAD 414	3	IMC & Social Media (Elective Choice)

**Free Elective Credits:**

12

**Internship or other Capstone Experience:**

NA

**Assurances**

I certify that the program is clearly within the institution's CBHE-approved mission. The proposed new program must be consistent with the institutional mission, as well as the principal planning priorities of the public institution, as set forth in the public institution's approved plan or plan update.

I certify that the program will be offered within the proposing institution's main campus or CBHE-approved off-site location.

I certify that the program will not unnecessarily duplicate an existing program of another Missouri institution in accordance with 6 CSR 10-4.010, subsection (9)(C) Submission of Academic Information, Data and New Programs.

I certify that the program will build upon existing programs and faculty expertise.

I certify that the program can be launched with minimal expense and falls within the institution's current operating budget.



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I certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful. Institutions' decision to implement a program shall be based upon demand and/or need for the program in terms of meeting present and future needs of the locale, state, and nation based upon societal needs, and/or student needs.

### Contact Information

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**Degree Requirements  
Certificate in Business Analytics**

**CERTIFICATE REQUIREMENTS**

**Required Courses:**

BSAD 153 – Introduction to Business Data Analytics	Credit(s): 1
CS 170 – Introduction to Computer Science I	Credit(s): 4
STAT 220 – Fundamentals of Data Science	Credit(s): 3
BSAD 353 – Information Management and Data Analytics	Credit(s): 3
STAT 320 – Data Visualization	Credit(s): 3
BSAD 416 – Business Analytics	Credit(s): 3

**And One of the Following Courses:**

BSAD 554/554G – Global Supply Chain Management	Credit(s): 3
BSAD 414 – IMC & Social Media	Credit(s): 3
BSAD 406 – Corporate Finance	Credit(s): 3
ACCT 367 – Accounting Information Systems	Credit(s): 3