DEPARTMENT OF HIGHER EDUCATION & WORKFORCE DEVELOPMENT

New Program Report

Date Submitted:
05/21/2021

Institution
Evangel University

Site Information

Implementation Date:
8/24/2022 12:00:00 AM

Added Site(s):

Selected Site(s):

Evangel University, 1111 N. Glenstone, Springfield, MO, 65802

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:
Bachelor's Degree

Degree Type:
Bachelor of Business Administration

Options Added:

Collaborative Program:
N

Mode of Delivery

Current Mode of Delivery

Classroom

Online

Student Preparation

Special Admissions Procedure or Student Qualifications required:
Not applicable.

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Specific Population Characteristics to be served:
Business Analytics will take the place of Computer Information Systems as the technology-oriented degree within the university's department of business.

Faculty Characteristics

Special Requirements for Assignment of Teaching for this Degree/Certificate:
Not applicable.

Estimate Percentage of Credit Hours that will be assigned to full time faculty:
75% Full Time Faculty.

Expectations for professional activities, special student contact, teaching/learning innovation:
Not applicable.

Student Enrollment Projections Year One-Five

Year 1	Full Time: 6	Part Time: 0	
Year 2	Full Time: 17	Part Time: 2	
Year 3	Full Time: 27	Part Time: 4	Number of Graduates: 20
Year 4	Full Time: 34	Part Time: 8	
Year 5	Full Time: 44	Part Time: 12	Number of Graduates: 32

Percentage Statement:
n/a

Program Accreditation

Institutional Plans for Accreditation:
Regional accreditation with the Higher Learning Commission during summer 2021. Evangel University's business programs also have accreditation through the Accreditation Council for Business Schools and Programs (ACBSP).

Program Structure

Total Credits:
124

Residency Requirements:
50% of credits earned towards degree program.

General Education Total Credits:
57

Major Requirements Total Credits:
67

Course(s) Added

COURSE NUMBER	CREDITS	COURSE TITLE
BSAN 331	3	Systems Analysis and Design
BUSN 496	1	Senior Seminar
ACCT 239	3	Spreadsheet Applications

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Course	Credits	Title
MGMT 446	3	Strategic Management
ECON 213	3	Principles of Microeconomics
BUSN 498	3	Business Internship
MGMT 331	3	Business Law
BUED 275	3	Business Communications
ACCT 238	3	Financial Accounting
FIN 363	3	Principles of Finance
BSAN 210	3	Business Analytics
BSAN 350	3	Big Data
BSAN 341	3	Database Management
ACCT 232	3	Managerial Accounting
BSAN 401	3	Data Mining
BSAN 375	3	Business Applications and Ethics
MRKT 239	3	Principles of Marketing
BSAN 275	3	Data Visualizations (Tableau)
BSAN 242	3	Introduction to Programming (Python)
BSAN 425	3	Business Analytics Capstone
MRKT 347	3	International Business
BSAN 250	3	Introduction to Data Analytics
MGMT 235	3	Organizational Design & Mgmt

Free Elective Credits:
0

Internship or other Capstone Experience:
TBD

Assurances

I certify that the program will not unnecessarily duplicate an existing program within the geographically applicable area.

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

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

First and Last Name: Connie Cross

Email: crossc@evangel.edu

Phone: 417-865-2815

BBA in Business Analytics Program Course Curriculum – 10 Courses, 30 credits

1. BSAN/MATH 210 – Business Statistics (Gen Ed and Major requirement)
2. BSAN 242 – Introduction to Programming (Python)*
3. BSAN 275 – Data Visualizations (Tableau)
4. BSAN 331 – Systems Analysis and Design
5. BSAN 341 – Database Management* (SQL, MS Access, Non-Relational Databases)
6. BSAN 350 – Big Data* (Google Analytics Certification, ORIBI, PowerBI, etc.)
7. BSAN 375 – Business Applications and Ethics
8. BSAN 401 – Data Mining* (SAP, Oracle or other ERPs, Alteryx)
9. BSAN 425 – Business Analytics Capstone
10. BUSN 498 – Business Internship

Program objectives:

1. Apply quantitative techniques and tools to identify relevant data for problem solving and decision making.
2. Analyze, synthesize, and transform data into understandable and applicable information for business situations.
3. Experiment with current technologies: ERPs, Database Management, Data Mining, Data Visualization
4. Demonstrate skills for effective collaboration and teamwork to foster innovation.
5. Construct appropriate research strategies for acquiring information necessary to meet specific business needs.
6. Design and deliver persuasive business presentations.