# New Program Report

**Date Submitted:**
02/09/2024

## Institution

Missouri Southern State University

## Site Information

**Implementation Date:**
8/1/2024 12:00:00 AM

## Added Site(s):

## Selected Site(s):

Missouri Southern State University, 3950 E. Newman Road, Joplin, MO, 64801-1595

## CIP Information

**CIP Code:**
521301

**CIP Description:**
A general program that focuses on the application of statistical modeling, data warehousing, data mining, programming, forecasting and operations research techniques to the analysis of problems of business organization and performance. Includes instruction in optimization theory and mathematical techniques, data mining, data warehousing, stochastic and dynamic modeling, operations analysis, and the design and testing of prototype systems and evaluation models.

**CIP Program Title:**
Management Science

**Institution Program Title:**
Applied Data Analytics

## Degree Level/Type

**Degree Level:**
Master Degree

**Degree Type:**
Master of Business Administration

**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 student qualifications will be required beyond what is specified in the current university graduate council policies. A business degree from a regionally accredited institution of higher learning with a minimum 2.75 GPA on a 4.0 scale or a degree from a regionally accredited institution of higher learning with a minimum 2.75 GPA on a 4.0 scale provided the applicant can demonstrate competency in the Accounting, Economics, Finance, Management, Marketing and Statistics.

Specific Population Characteristics to be served:
The program will be designed to serve local, regional, national, and international students.  However, it is expected most students will be working adults located in SW Missouri.

## Faculty Characteristics

Special Requirements for Assignment of Teaching for this Degree/Certificate:
All faculty teaching in this program will meet or exceed HLC faculty qualification guidelines. Full-time faculty will hold terminal degrees in the discipline or a closely related field.

Estimate Percentage of Credit Hours that will be assigned to full time faculty:
Full time faculty in business and in the concentrations will teach 100% of credit hours in this program.

Expectations for professional activities, special student contact, teaching/learning innovation:
Faculty collaboration with regional industry partners to determine needs of potential employers, shape curriculum to ensure students obtain relevant knowledge and skillsets, foster internship opportunities, and other relevant industry-related resources to enhance student success.

## Student Enrollment Projections Year One-Five

| Year 1 | Full Time: 5 | Part Time: 5 | |
|---|---|---|---|
| Year 2 | Full Time: 5 | Part Time: 10 | |
| Year 3 | Full Time: 10 | Part Time: 10 | Number of Graduates: 15 |
| Year 4 | Full Time: 10 | Part Time: 15 | |
| Year 5 | Full Time: 20 | Part Time: 20 | Number of Graduates: 25 |

**Percentage Statement:**
n/a

## Program Accreditation

Institutional Plans for Accreditation:
The program will be accredited with ACBSP as soon we are eligible to apply.

## Program Structure

**Total Credits:**
30

**Residency Requirements:**
21 graduate credit hours of this program must be earned as MSSU courses; no more than 9 graduate hours may be transferred toward completion of this program

**General Education Total Credits:**
42

# New Program Report

**Major Requirements Total Credits:**
30

**Course(s) Added**

| COURSE NUMBER | CREDITS | COURSE TITLE |
|---|---|---|
| ECON 501 | 3 | Managerial Economics |
| MGMT 562 | 3 | Organizational Strategy |
| DATA 591 | 3 | Data Analytics Internship |
| MRKT | 3 | Marketing & Communication |
| FIN 575 | 3 | Managerial Finance |
| DATA 520 | 3 | Enterprise Data Management |
| IB 510 | 3 | Global Leadership |
| DATA 510 | 3 | Foundations of Data Analytics |
| DATA 540 | 3 | Data Models & Structured Analyses |
| ACCT 580 | 3 | Managerial Accounting |
| GB 530 | 3 | Data Visualization |

**Free Elective Credits:**
0

**Internship or other Capstone Experience:**
All students are required to complete a 3-credit hour internship course.

## 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.

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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# DEPARTMENT OF
# HIGHER EDUCATION &
# WORKFORCE DEVELOPMENT

**New Program Report**

Phone: 417-625-9801

# MISSOURI SOUTHERN
## STATE UNIVERSITY

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**Report No.:** GR 23-24:34

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|---|---|
| **DATE:** | November 20, 2023 |
| **TO:** | Graduate Council |
| **FROM:** | Dominic Buccieri, DBA, MBA Program Coordinator |
| **THROUGH:** | Dr. Elke Howe, Dean, College of BCT |
| **SUBJECT**: | MBA in Applied Data Analytics |

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The Plaster School of Business (PSB) received full approval to launch, in Fall 2024, the Master of Business Administration (MBA) with concentrations in Data Analytics (GR25), Management (GR24), Human Resource Management (GR23), Healthcare Management (GR22), and Education (GR21).

Recent developments in the pursuit of international enrollments necessitate a change with the MBA in Data Analytics program.  The current MBA with associated concentrations has a "business administration" CIP code (52.0101).  To attract international audiences, the MBA in Data Analytics requires a STEM-designated CIP Code.  Three institutions in Missouri have proceeded in similar fashion: Fontboone University, Webster University, and Missouri S&T.  In addition, institutions across the U.S. are beginning to inventory MBA in Data Analytics separately from traditional MBA programs.

Accordingly, the PSB is submitting a New Program submission for an MBA in Applied Data Analytics with a more appropriate Management Science (52.1301) CIP Code.  The curriculum remains identical to the recently approved MBA in Data Analytics (please see page 3 for evidence).  For all intents and purposes this program will still run as a concentration within the MBA, as previously planned.  In addition, the program will follow the already approved program learning goals, assessment protocols, etc.  Operationally, there are no changes from the current to proposed.  This merely represents a change in how the MBA in Data Analytics is inventoried with MDHEWD.

In conjunction with this new program, the MBA in Data Analytics (GR25) will be dropped from the catalog.  See the MBA in Data Analytics (GR25) Drop Report.

The following narratives are for Dr. McGrane to include in the MDHEWD proposal.

**MBA in Data Analytics differentiation from the MBA (business administration) and MS in Data Analytics (GR20):**

The MBA in Data Analytics focuses on the application of scientific methods to management, enabling managers to make organizational decisions toward improving performance.  The MBA in Data Analytics is targeted toward individuals with a foundation in areas of business that aim to expand their knowledge of problem-solving and organizational decision making by developing practical tools to uncover and address insights from large data sets.  Students learn to master many skills across various facets of business while applying data analytics to business. Together this interdisciplinary program involves a generalist education of business education with specialist knowledge in mathematical tools, techniques, simulations, and models to enhance the problem-solving process.

The MS in Data Analytics does not offer generalist business education of the MBA.  Instead, the MS in Data Analytics combines studies in statistics, specialized programming, advanced analytics, artificial intelligence, and machine learning to uncover actionable insights toward improved organizational outcomes.  The MS in Data Analytics is designed toward individuals that can extract meaning from data by transforming data into a powerful and predictable strategic asset.

The MBA is designed for those interested in gaining a better understanding of general business functions and building leadership skills.  The MBA focuses on developing functional competencies in management, human resource management, and healthcare management with an emphasis on the identification, analysis, and solution of complex management problems.

**MBA Data Analytics 30 Credit Hours**

**MBA Core (18 Credit Hours Required)**

| Course # | Course Name | Cr. Hrs |
|---|---|---|
| ACCT 580 | MANAGERIAL ACCOUNTING | 3 |
| ECON 501 | MANAGERIAL ECONOMICS | 3 |
| FIN 575 | MANAGERIAL FINANCE | 3 |
| IB 520 | GLOBAL LEADERSHIP | 3 |
| MGMT 562 | ORGANIZATIONAL STRATEGY | 3 |
| MRKT 573 | MARKETING AND COMMUNICATION | 3 |

**Data Analytics Concentration: Select 4 (12 Credit Hours Required)**

| Course # | Course Name | Cr. Hrs |
|---|---|---|
| DATA 510 | FOUNDATIONS OF DATA ANALYTICS | 3 |
| DATA 520 | ENTERPRISE DATA MANAGEMENT | 3 |
| DATA 540 | DATA MODELS AND STRUCTURED ANALYSES | 3 |
| GB 530 | DATA VISUALIZATION | 3 |
| DATA 591 | DATA ANALYTICS INTERNSHIP * | 3 |

*Students that need Curricular Practical Training are required to complete a (3) credit hour internship