



## New Program Report

**Date Submitted:**

05/19/2023

**Institution**

Southeast Missouri State University

**Site Information**

**Implementation Date:**

8/21/2023 12:00:00 AM

**Added Site(s):**

**Selected Site(s):**

Southeast Missouri State University, One University Plaza, Cape Girardeau, MO, 63701

**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 Science in Business Administration

**Options Added:**

Collaborative Program:

N

**Mode of Delivery**

Current Mode of Delivery

Classroom

Hybrid

Online

Student Preparation



## New Program Report

Special Admissions Procedure or Student Qualifications required:  
 No special preparation will be required.

Specific Population Characteristics to be served:  
 n/a

### Faculty Characteristics

Special Requirements for Assignment of Teaching for this Degree/Certificate:  
 A minimum of 18 graduate credit hours in the faculty member's respective discipline. Adherence to institutional and HLC faculty qualifications.

Estimate Percentage of Credit Hours that will be assigned to full time faculty:  
 Full-time: 85%; part-time: 15%.

Expectations for professional activities, special student contact, teaching/learning innovation:  
 No specific requirements beyond standard departmental and college expectations. Tenured and tenure-track faculty members are expected to conduct research in their respective academic disciplines that leads to publication in peer-reviewed journals.

### Student Enrollment Projections Year One-Five

<b>Year 1</b>	<b>Full Time: 12</b>	<b>Part Time: 4</b>	
<b>Year 2</b>	<b>Full Time: 24</b>	<b>Part Time: 8</b>	
<b>Year 3</b>	<b>Full Time: 34</b>	<b>Part Time: 11</b>	<b>Number of Graduates: 0</b>
<b>Year 4</b>	<b>Full Time: 41</b>	<b>Part Time: 14</b>	
<b>Year 5</b>	<b>Full Time: 41</b>	<b>Part Time: 14</b>	<b>Number of Graduates: 13</b>

**Percentage Statement:**  
 n/a

### Program Accreditation

Institutional Plans for Accreditation:  
 There are no externally recognized national or local assessments that are applicable to this degree program. Students majoring in this degree program would be assessed according to our institution's assurance of learning standards for AACSB accreditation as well as program-specific learning objectives that are assessed as part of our University's assurance of learning standards for regional accreditation.

### Program Structure

**Total Credits:**  
 120

**Residency Requirements:**  
 n/a

**General Education Total Credits:**  
 42

**Major Requirements Total Credits:**  
 77

**Course(s) Added**



## New Program Report

COURSE NUMBER	CREDITS	COURSE TITLE
000	0	See Attached

**Free Elective Credits:**

1

**Internship or other Capstone Experience:**

Not applicable.

**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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## Degree Map for the BSBA degree in Business Analytics

The BSBA degree in Business Analytics consists of four main distribution areas, which include:

1. Major core requirements
2. BSBA core courses
3. BSBA support courses
4. The General Education curriculum.

The structure of this degree program is listed in the chart below.

Course Number	Credit	Course Title	Distribution Area
<b>Requirements for BSBA degree in Business Analytics (26 credit hours)</b>			
CS101	3	Introduction to Computer Programming	Major core
CS155	4	Computer Science I	Major core
CS265	4	Computer Science II	Major core
CS453	3	Machine Learning	Major core
CS505	3	Data Mining	Major core
Multiple options	3	Quantitative course in business discipline (AC330, EC351, EC490, ER561, FA315, MG416, MG436, MK345, QM358)	Major core
MI001	0	Microsoft Excel Certification	Major core
Elective	3	Elective (Select from bottom)	Major elective
Elective	3	Elective (Select from bottom)	Major elective
<b>BSBA Core (30 credit hours)</b>			
AC221	3	Principles of Accounting I	BSBA core
AC222	3	Principles of Accounting II	BSBA core
BA101	3	The Business Universe	BSBA core
BA490	3	Business Policy & Strategy	BSBA core
BL255	3	Business Law	BSBA core
FI361	3	Financial Management	BSBA core
MG301	3	Principles of Management	BSBA core
MI375	3	Management Information Systems	BSBA core
MK301	3	Principles of Marketing	BSBA core
International Course	3	International Course	BSBA core
<b>BSBA Support (15 credit hours + 12 hours of overlap with General Education)</b>			
BA252	2	Business Communication	BSBA support
BA452	1	Professionalism	BSBA support
EC225	3	Principles of Macroeconomics	BSBA support
MI101	3	Intro to Computer Applications	BSBA support
QM257	3	Business Statistics I	BSBA support

QM258	3	Business Statistics II	BSBA support
<b>General Education (42 credit hours)</b>			
Multiple options	3	General Education: Humanities and Fine Arts	General Education
Multiple options	3	General Education: Humanities and Fine Arts	General Education
Multiple options	3	General Education: Humanities and Fine Arts	General Education
Multiple options	3	General Education: Natural and Math Sciences	General Education
Multiple options	4	General Education: Natural and Math Sciences	General Education
EC215	3	Principles of Microeconomics	General Education
Multiple options	3	General Education: Social and Behavioral Sciences	General Education
MA115/116/123	3	Precalculus A w/Integrated Review; Precalculus A; Mathematic Reasoning	General Education
Multiple options	3	General Educations: Civics Requirement	General Education
EN100	3	English Competition	General Education
EN140	3	Rhetoric & Critical Thinking	General Education
SC105	3	Fundamentals of Oral Communication	General Education
Multiple options	3	Additional requirements (elective)	General Education
Multiple options	2	Additional requirements (elective)	General Education
<b>Elective options (choose 6 hours from the list below)</b>			
AC330	3	Accounting Analytics	Major elective
AC555	3	Forensic Accounting Analytics	Major elective
CS433	3	Data Analytics	Major elective
EC351	3	Applied Economic Models	Major elective
EC490	3	Business Forecasting	Major elective
ER561	3	Business Planning for New Ventures	Major elective
HA540	3	Healthcare Informatics	Major elective
HA545	3	Healthcare Database Systems	Major elective
MA530	3	Statistical Learning	Major elective
MG416	3	Acquiring Talent	Major elective
MG436	3	Compensating Talent	Major elective
MK345	3	Introduction to Business Research	Major elective

QM358	3	Operations Management	Major elective
QM558	3	Principles of Supply Chain Management	Major elective



## BOARD OF GOVERNORS

### MOTION CONSIDERATION FORM

May 12, 2023

Open Session

**I. Motion to be Considered:**

Approve the new BSBA in Business Analytics.

**II. Background:**

**Justification:** The Department of Accounting, Economics, and Finance has proposed the creation of the Bachelor of Science in Business Administration (BSBA) degree in Business Analytics. This program would provide students with a curriculum covering fundamental and advanced areas of Business Administration and Computer Science. If approved, it would contribute to our existing portfolio of degree programs by allowing students to explore the intersections of the two disciplines. Core and elective courses in the proposed major were selected to prepare graduates for labor market trends where certain skill sets have become increasingly valuable.

**Need:** Occupational categories related to a Business Analytics degree include Mathematical Science occupations and Business Operations Specialists. Examples of popular occupations within these categories include data analysts, statisticians, management analysts, and market research analyst, as well as others. According to EMSI data, these occupational categories have strong demand in the labor market based on the number of current jobs, projected growth by 2026, median compensation levels, and frequencies in online job postings. Trends and summary statistics for both occupational categories are described below.

Mathematical Science occupations are in high demand. Within the past 12 months, there were approximately 1,264 employers in Missouri competing to hire applicants for this occupational category. In addition, EMSI reported that there were 8,236 unique online job postings for Mathematical Science occupations in the state. It also was estimated that only 1 out of 5 of these

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**Recommended By:**

Student Government _____	Chairperson _____
Faculty Senate _____	Dean _____
Administrative Council _____	Academic Council _____
VP, Enroll. Man. & Stu. Suc. _____	Provost _____
VP, Finance & Admin. _____	
VP, University Advancement _____	<b>President</b> _____

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<b>Board Action on:</b> _____	Postpone: _____
Motion By: _____	Amend: _____
Second By: _____	Disapprove: _____
Vote: Yeas: _____ Nays: _____	Approve: _____
Abstentions: _____	Secretary: _____

positions were filled. Additionally, Business Operations Specialists occupations have seen strong growth within the past five years. From 2016 through 2021, employment in this occupational category grew at a rate of 21%. Additionally, this degree has a Classification of Instructional Programs (CIP) code of 30.7102, which is identified by The U.S. Department of Homeland Security as a STEM Designated Degree Program and is therefore eligible for the 24-month STEM optional practical training extension (in addition to the 12-month allowance) for international students.

**Program Summary:** The BSBA in Business Analytics will require 120 credit hours for completion. The program has an interdisciplinary design that provides further depth into the intersections of Business Administration and Computer Science, which would not be attainable by pairing a major with a minor in these disciplines. Due to this interdisciplinary design, no new courses are required. This proposed program will incorporate the business core courses and will therefore be a part of the Association to Advance Collegiate Schools of Business (AACSB) accredited programs in the Harrison College of Business and Computing (effective upon approval by the Missouri Coordinating Board of Higher Education). The program will then be subsequently reviewed with the rest of the AACSB programs in 2025.

The projected enrollments and completions are:

<b>BSBA Business Analytics</b>	Enrollment Fall 2023	Enrollment Fall 2024	Enrollment Fall 2025	Enrollment Fall 2026	Enrollment Fall 2027
	16	32	45	55	55
	Degrees Awarded 2024	Degrees Awarded 2025	Degrees Awarded 2026	Degrees Awarded 2027	Degrees Awarded 2028
	0	0	0	10	13