



# Program of Study Request

**Form Id: 16295**

**Form Status: Process**

*Please take action on the form.*

This service has been developed initially to support the conversion of the university's course inventory from a quarters to a semesters curriculum. **Getting started ...**

**Type of Request:**

New
  Modify
  Deactivate
  Terminate
  Quarter to Semester

For *Deactivate*, the program must be terminated no later than the conclusion of 7 years from the deactivation and all students must complete degree requirements by this date. The Registrar's Office will notify the department when all students have completed degree requirements of the deactivated program.

**Client Info**

**Name:** Kevin Patrick Duffy

**Email:** kevin.duffy@wright.edu

**Phone:** 937.775.2890

**Department:** Information Systems & Operatns Mgmt

**Location:** Rike Hall 239, 3640 Colonel Glenn Hwy.

**Program of Study**

MIS - Certificate in Bus Analytics

**Effective Term:** Fall 2017  
**Level:** Undergraduate

Raj Soin College of Business

**Degree:** Certificate Program  
**Major:** Certificate in Bus Analytics \*New  
**Minor:**  
**Program:** Certificate in Bus Analytics \*New  
**Concentration:**

**Add'l Info:**  
 The admission requirement for the Certificate in Business Analytics is that the student possesses an undergraduate business degree from an AACSB-accredited College of Business. The certificate is being proposed for those who have already graduated, and thus did not have the opportunity to complete any coursework in business analytics.

Approvals				
Activity	Role	Client	Status	Time
<b>Primary Route</b>				
Dept_Review	Dept of Management Information Systems	Shu Zou Schiller	Review	02/18/2017 16:38:56
CCC_Eval	UG Chair of Raj Soin College of Business	Kevin Patrick Duffy	Approve	02/23/2017 19:00:01
Dean_Review	Dean of Raj Soin College of	Arijit Sengupta	Review	02/24/2017

Business

11:16:38

UCAP_Eval	UCAP Chair	Karen Meyer	Approve	03/10/2017 07:42:44
-----------	------------	-------------	---------	------------------------

**Office Route**

Registrar_Proc	Registrar Office	Pending
----------------	------------------	---------

Notes

Attach

Audit

**Share with a colleague (Simple Webmail Client)**

3640 Colonel Glenn Highway - Dayton, Ohio - 45435

Copyright Information © 2010 | Accessibility Information  
For technical support, please contact the **CaTS Help Desk**



## Academic Program of Study

College:	<b>Raj Soin College of Business</b>
Department:	<b>Information Systems and Supply Chain Management</b>
Degree (A.A. B.S., B.F.A., etc.) & Title:	
Concentration, Track, Option, Specialization:	<b>Not applicable</b>
Minor Program Title:	<b>Not applicable</b>
Certificate Program Title:	<b>Certificate in Business Analytics</b>

**Note, please highlight additions & modifications. Please strikethrough deletions.**

Current Program	Hours	Revised Program	Hours
I. Wright State Core		I. Wright State Core	
II.		II.	
III. <u>NEW CERTIFICATE – THE CERTIFICATE DOES NOT EXIST CURRENTLY</u>		III. Certificate in Business Analytics Requirements  Two required courses (6 credits)	6
		MIS 3810 Intro to Business Data	3
		MIS 3840 Data Visualization for Business	3
IV.		IV. Certificate in Business Analytics Electives – any 2 of the following (6 credits total)	6
		EC 3170 Intermediate Macroeconomics	
		EC 4090 Introduction to Econometrics	
		EC 4120 Economic Forecasting	
		EC 4440 Economic Development	
		FIN 3220 Intro to Quantitative Finance	
		MIS 3820 Data Mining for Business	
		MIS 4300 Business Analytics	
		MIS 4600 Geographic Information Systems	
		MIS 4700 Data Science for Business Applications	
		MKT 3500 Marketing Research	
		MKT 4100 Digital Marketing	
		MKT 4650 Marketing Analytics	
		MKT 4670 Marketing Analytics: Tools and Insights	
		MKT 4690 Marketing Analytics: Big Data and Predictions	
V.		V	
<b>Total:</b>		<b>Total:</b>	<b>12</b>

**Notes: Please provide additional information for program accuracy.**

## **Certificate in Business Analytics**

- I. **Title:** Certificate in Business Analytics, Raj Soin College of Business
- II. **Description:** This certificate will provide content knowledge in the field of Business Analytics. This is a new discipline in business which encourages organizations to examine their existing stores of data to discern possible trends or patterns which have been hidden heretofore. Moreover, today's business analytics extends the work historically relegated to the area of data warehousing and data mining by including current – even up to the moment – data in the analysis.
- III. **Objectives:** The Certificate in Business Analytics is being prepared as a non-degree certificate for those who may have recently graduated with an undergraduate degree in Business Administration but who were unable to take any coursework in the area of business analytics. Many Universities and Colleges of Business are only now beginning to weave business analytics into the different functional areas offered. Rather than punish the student for having completed a major within the business disciplines, this certificate seeks to allow the student to complement their degree by undertaking business analytics courses in the area of their major (i.e., Economics, Finance, MIS, or Marketing). This is accomplished by a 2 + 2 structure which begins with a two course sequence to give the student a solid foundation in business analytics, and then follows this introduction with the two elective courses to be taken in the student's choice of business discipline. Additionally, the certificate is structured with flexibility in mind such that other business disciplines which are not represented here (such as Accountancy, Management, Human Resources, or Supply Chain Management) may come online in the future without disruption to the existing structure of the certificate.
- IV. **Admission Requirements:** The certificate in Business Analytics will be offered on a non-degree basis for interested participants who have completed an undergraduate degree in Business Administration (or equivalent) from an AACSB accredited College of Business. Current students are not eligible for admission to the program, as they will not hold an undergraduate degree. Instead, these students would be counseled to consider one of the business analytics concentrations offered within the Raj Soin College of Business.
- V. **Program Requirements:** The certificate in business analytics consists of **12 credit hours** distributed as follows:
  - a. 2 required courses (6 total credits)
  - b. 2 elective courses to be chosen from a basket of business analytics courses representing different disciplines within business (6 total credits)
- VI. **Program Quality:**

The Business Analytics Certificate will utilize quality measures include but are not limited to:

  - Monitoring student and their learning outcomes using the Assess My Program (AMP) system.
  - Each course's learning objective and outcomes will be created in the AMP system and monitored using the corresponding measurement in that course. Data will be captured and input into the AMP system each term that course is offered.
  - Improvement in student learning outcomes will be guided by the measurement captured in the AMP system.
  - Learning outcomes will be revisited periodically and improvement plan will be made to continue assess the quality of the program and to make sure that they are met and improved from year to year.
  - Insights learned from student learning and the outcome captured by the assessment system will be communicated with faculty and advisory board for their recommendations to continuously improve the quality of the program.

VII. **Student Performance:**

Current business students are not eligible for admission to the program. Students admitted to the certificate program need to complete all courses with passing degrees to receive the certificate. Students also need to meet the requirements by the university for undergraduate certification, if applicable.

VIII. **Curriculum Coordination:**

Courses offered in this certification will be taught by faculty in the Departments of MIS, Economics, Finance, and Marketing. The Enrollment Director of the college will coordinate with department chairs for course scheduling.

IX. **Resource Coordination:**

The two required courses, MIS 3810 and MIS 3840 are also MIS electives. Since all other courses are on the 3000 and 4000 levels, they can be Business electives or general electives to business students who are not in the certificate program. Overall, there is little new resources needed as all courses are scheduled to be offered on a yearly basis. The college will engage advisors to promote the certificate program.

X. **Program Staffing:**

The proposed certificate program will be taught by existing faculty within the Departments of MIS, Economics, Marketing, and Finance.