Contact: Diana Gonzalez

<u>**REQUEST FOR A PROGRAM NAME CHANGE AT THE UNIVERSITY OF IOWA:**
BACHELOR OF BUSINESS ADMINISTRATION PROGRAM IN MANAGEMENT
INFORMATION SYSTEMS TO BACHELOR OF BUSINESS ADMINISTRATION PROGRAM IN
BUSINESS ANALYTICS AND INFORMATION SYSTEMS</u>

<u>Action Requested:</u> Consider approval of the request by the University of Iowa to change the name of the Bachelor of Business Administration Program in Management Information Systems to Bachelor of Business Administration Program in Business Analytics and Information Systems in the Department of Management Systems in the Tippie College of Business.

<u>Executive Summary:</u> The proposed name change will respond to the need for businesses to collect, organize, and analyze data which will result in more profitability, productivity, and competitiveness. This request has been reviewed by the Board Office and the Council of Provosts and is recommended for approval. This request addresses the Board of Regents Strategic Plan priority to pursue "educational excellence and impact" and Goal #8 – "Iowa's public universities and special schools shall be increasingly efficient and effective."

<u>Background:</u>

◆   <u>Description of program</u>. The Bachelor of Business Administration Program in Management Information Systems requires 120 credit hours, including 48 credit hours in business. The program prepares graduates to analyze business processes to determine information requirements and create business solutions; learn to design and develop database applications making data available in the most appropriate manner, such as web access; develop skills that will solve network infrastructure problems including networking computers and telecommunication systems as well as providing security for such systems; and manage information technology projects.

◆   <u>Reason for proposed name change</u>. The proposed name will align the program with a growing interest in analytics in business, science, sports, politics, and other fields. The proposed name change will include the addition of a track in Business Analytics and a modified track in Information Systems. The information systems track will focus on the design and management of information technology that collects, organizes, and secures the data that will solve business problems and will assist a company to meet its goals and business challenges. The new business analytics track will focus on the use of data to analyze and improve business processes. Students will be introduced to state-of-the-art analytical techniques in data mining, supply chain management, simulation, and optimization. The analytics track concludes with a capstone course that earns the student a green belt certification in lean and six sigma.

The proposed name change will also result in greater use of faculty resources across the major research areas of the department – operations management, quantitative methods, and information systems – whereas the existing program uses only the information systems faculty.

◆   <u>Comparable name at other institutions</u>. The following postsecondary institutions offer an undergraduate program with the same or similar name to the proposed name change – Georgia State University; Rutgers University; University of Kentucky; Old Dominion University; and University of Tennessee.

◈   <u>Consistency with accreditation requirements</u>. The existing program is accredited under the Association to Advance Collegiate Schools of Business (AACSB) accreditation for the College of Business. The proposed name change is consistent with the association's accreditation standards and its accreditation will not be adversely affected.

◈   <u>Effect on program configuration</u>. In addition to the business core, all students will be required to complete three credit hour courses in database management, business process analysis, and a capstone course. The Information Systems tracks will remain the same, with courses in programming, systems analysis, and data communications. The Business Analytics track will require new courses in decision support systems, business intelligence, and supply chain management. Both tracks will require one departmental elective and a total of 21 credit hours which is the same as the current program.

◈   <u>Effect on students</u>. Current students will have the option to complete their declared program of study in Management Information Systems as outlined in the 2012-2013 General Catalog. Current students who elect to switch to the new program configuration will need to follow the curriculum requirements outlined for the program although the effect on current students is expected to be minimal – the new Information Systems track requires one new course (Business Process Analysis) and removes one course (Computer Science 1). Current students who choose to transition to the new program configuration will have one course available in Spring 2013 (Business Intelligence) and should be able to complete the remainder of the program in a year if they have planned appropriately.

◈   <u>Effect on resources</u>. Initial staffing of courses required for the new track will require no additional faculty resources as a result of reorganizing the course sequence in the existing program configuration. As enrollment grows, the new track may require the department to add one or more tenure-track faculty members. No new facilities will be required as a result of the proposed name change.

◈   <u>Date of implementation</u>. The proposed name change will become effective upon approval by the Board of Regents and will be included in the University's new General Catalog.