

Contact: Rachel Boon

**REQUEST FOR A DEPARTMENT NAME CHANGE AT UNIVERSITY OF IOWA:
MANAGEMENT SCIENCES TO BUSINESS ANALYTICS IN THE TIPPIE COLLEGE OF
BUSINESS**

Action Requested: Consider recommending approval of the request by University of Iowa (SUI) to change the name of the Department of Management Sciences to Department of Business Analytics in the Tippie College of Business.

The Council of Provosts and Board Office reviewed this request and recommend approval.

Background:

Description of program. The Department of Management Sciences currently offers an undergraduate degree in Business Analytics and Information Systems, a part-time Master of Science in Business Analytics, and starting this fall, an on-campus Master of Science in Business Analytics. The undergraduate program (the first such program in the Big Ten) had 317 total majors as of spring 2018, having grown 45% since last year.

Proposed name. Department of Business Analytics.

Reason for proposed change. Analytics is the scientific process of transforming data into insight for making better decisions. Business analytics is the application of analytics to business problems. The Department of Management Sciences believes that this definition describes both what we do and how others describe us. Business analytics is also what the department's faculty research. Our faculty research includes machine learning, data science, statistics and optimization applied to business problems. All these things are commonly known as analytics. Therefore, those outside of the department will be able to connect and align the department faculty's research and the department's name.

Consistency with accreditation requirements. This change does not impact accreditation.

Effect on program configuration. There are no changes to the program configuration.

Effect on students. The proposed change will benefit students as the department name and the programs offered by the department will have the same name.

Effect on resources. All future marketing and informational material will be changed when new items are needed. This slight change will not require any major revamping of material.

Date of implementation. Upon approval by the Board.