

Contact: Rachel Boon

**REQUEST FOR NEW PROGRAM AT THE UNIVERSITY OF NORTHERN IOWA:
BACHELOR OF ARTS IN BUSINESS ANALYTICS**

Action Requested: Consider approval of the request by the University of Northern Iowa for a Bachelor of Arts in Business Analytics in the College of Business.

The Council of Provosts and Board office support approval of this program.

Description of proposed program. The business analytics major requires a minimum of 120 total hours to graduate. Students majoring in business analytics will learn practical techniques to analyze data and apply the findings to guide organizational decision-making.

Academic objectives. The business analytics major has the following five academic objectives:

1. Students will apply tools and technologies to store, manipulate and analyze real world data
2. Students will gain knowledge of programming and various analysis methodologies
3. Students will apply reasoning and problem-solving skills to best utilize data in a given context
4. Students will work with large sets of real-world data to identify trends, make charts and create visualizations to support data-driven decision-making
5. Students will obtain a deep understanding of how businesses are utilizing a data-driven decision-making approach

Need for program. Demand for graduates with business analytics skills has risen. Advisory panels have encouraged the College of Business at the University of Northern Iowa to develop business analytics. Elevating business analytics to a major from the current emphasis will benefit our prospective and current students. Employers place a higher value on Majors than emphases. Accordingly, the business analytics major would be more visible to both employers and students. It will also carry more weight with employers. Finally, the proposed major contains courses that are sufficiently focused on business analytics to be a standalone major.

Relationship to existing programs at the institution. This is a revamping of an existing emphasis. It will be possible for other majors in the college to double major so that they can have expertise in their field and in business analytics. Mathematics Department offers a data science minor. The Physics Department offers an emphasis in data science. The business analytics program courses are sufficiently different from courses offered by the Mathematics and Physics Departments. The business analytics major offers skills and courses necessary for students working for a business. The proposed business analytics major is an elevation of an existing business analytics emphasis.

Relationship to existing programs at other colleges and universities. The Business Colleges at Iowa and Iowa State both offer majors in business analytics. Drake University College of Business has a Data Analytics major. UNI's proposed inter-disciplinary major requires courses from both management and economics fields, focusing on three different areas of analytics to ensure students are ready for entry-level positions upon graduation.

UNI is open to exploring collaborative efforts with ISU and SUI.

Resources to establish a high-quality program. UNI College of Business is an appropriate place to provide a major in Business Analytics because of our faculty commitment, student engagement and connections with Iowa companies that want to hire our students. Faculty in this program get to know the students well and create relationships with them to foster learning, help with finding an internship or full-time job and have long-term relationships. UNI College of Business gets its students ready to enter the workforce. Moreover, the proposed business analytics major is an elevation of an existing business analytics emphasis.

Student demand. Current students interested in the business analytics emphasis will become the main source of the proposed business analytics major. In addition, students interested in double majoring would find the inter-disciplinary nature of the proposed business analytics major very attractive.

Workforce need/demand. According to the Bureau of Labor Statistics, the national demand for Business Analysts is projected to grow 14% by 2030, much faster than the average for other occupations. The median salary for a Business Analyst is over \$85,000. (<https://www.bls.gov/ooh/business-andfinancial/management-analysts.htm>)

Funding and Cost. Since this is moving from an established emphasis to a major, no new financial resources are needed except for changes to marketing information. The College of Business will spend a small amount for marketing information used in recruitment.

	Total Costs
Year 1	\$2,000

Projected student enrollment.

	Y1	Y 2	Y3	Y4	Y5	Y6	Y7
Undergraduate	75-80	80-85	85-90	95-100	95-100	95-100	95-100

Accreditation. The business analytics major will be part of the College of Business reaccreditation process with AACSB in 2025.

Evaluation plan. This program will be evaluated in accordance with the university's academic program review schedule and policies. The financial viability of the program will be assessed annually.

Date of implementation. Summer 2022.

Letters of Support



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www.ivybusiness.iastate.edu

March 30, 2021

Leslie K. Wilson, Dean
College of Business Administration
University of Northern Iowa

Dear Leslie,

I am writing to offer our support for your proposed curricular change that will move your current undergraduate Business Analytics Emphasis and the Management Information Systems (MIS) Emphasis to two separate standalone majors.

At the Ivy College of Business we are pleased to see the business analytics major growing and showing robust enrollment without negatively affecting the more established MIS major. Based on our own experience, I am confident that this change will help drive your enrollment as well.

I strongly agree with you that there is a market for business analytics talent, and I wish you the best in this important endeavor.

Sincerely,

A handwritten signature in black ink that reads "David".

David P. Spalding
Raisbeck Endowed Dean



Tippie College of Business

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June 11, 2021

Dr. Leslie K. Wilson
Dean, College of Business Administration
Office of the Dean
University of Northern Iowa
1227 West 27th Street
325 Curris Business Building
Cedar Falls, IA 50614-0123

Dear Dean Wilson,

I am writing to offer our support for the proposed curriculum change to move the UNI's current Business Analytics Emphases to a standalone major, which will lead to a restatement of the current MIS major to focus on systems and development. I believe that students would benefit from the new proposed program. We wish you all the best with this new offering.

Sincerely,

A handwritten signature in black ink, appearing to read "Amy Kristof-Brown".

Amy Kristof-Brown, Ph.D.
Henry B. Tippie Dean