Senate Policy 24-02 M.S. in Business Analytics

Motion: To approve the M.S. in Business Analytics

Passed at the October 22, 2024 meeting of the Academic Senate

Approvals:

Christina Smith, PhD
Chair, Academic Senate

11-20-24
Date

Richard Yao, PhD
President

11/22/24
Date

Master of Science in Business Analytics

2b. Long Form - New Program Curriculum Proposal

General Catalog Information

Select "*Program*" below.

Program Type (select "Program"):* (•) Program ( ) Shared Core

Choose which Local Curriculum Committee program will be reviewed by. If unsure, click HERE for list of Local Curriculum Committees and which Programs they review.

Local Curriculum Committee: * Professional Studies Local Curriculum Committee

** Instructions: read before beginning **

1. FILL IN all required fields marked with an *. You will not be able to launch proposal without completing required fields

2. Upload/attach all completed documents

Note: information provided through this proposal is vital for the entire campus to be able to effectively implement it; thus, all fields must be completed before you approve proposal; if this does not happen, be aware proposal may be returned to you for completion from any step in approval process, before it's allowed to move forward

3. Validate and LAUNCH proposal

Long Form

Complete documents below, they can be found and downloaded from the CSU site: Develop a New Program. Submit documents below here in Curriculog by uploading under the paperclip icon located on the right area of form. Provide all information required by CSU Chancellor's Office. Your completed submission MUST include all the documents listed below in addition to any letters and documents requested in the New Degree Proposal Template 2022.

New Degree Proposal Template 2022

Assessment Plan Template

Curriculum Map Sample Template

Note: if program is planned to be offered through Extended University, contact andrea.skinner@csuci.edu for different documents

For additional resources, you may access Chancellor's Office website here: https://www.calstate.edu/app/program

Department:* Business

Where is this program being housed?* ☑ State Side ☐ Self Supported = Extended University

Program level:* ○ Undergraduate ◉ Graduate

Title:* Master of Science in Business Analytics

Program Description:* Wide adoption of data-informed decision-making in business and the accumulation and availability of vast amounts of data has created new occupation areas in data sciences. Business analytics uses analytical approaches and data to execute business functions in management, finance, operations, and marketing. The Masters of Science in Business Analytics will provide students with the skills, knowledge, and tools to effectively communicate and articulate data analytics results to diverse audiences by explaining the procedures, interpreting the results, and working with decision-makers to make recommendations and propose a course of action. The program offers flexibility in completion and a broad approach with the possibility of specializing in marketing, financial, and operational analytics.

Find info regarding Transfer Model Curricula (TMC) here: https://www.c-id.net/tmc

Find general info regarding California Senate Bill 1440 & Associate Degrees for Transfer (ADTs) here: http://sb1440.org/, or here: https://adegreewithaguarantee.com/en-us/

Major could be similar to a Transfer Model Curriculum (TMC): ○ Yes ◉ No ○ Unsure

If answer to above is yes, list TMC title:

Desired Term and Year of Implementation:

Term:* Fall **Year:*** 2025

Follow steps below to create Curriculum Schema found in Prospective Curriculum section:

First, ALL courses involved in New Program Proposal must be added (new courses) and/or imported (existing), Second, Curriculum Schema must be created by adding Cores (e.g.: Requirements, Required Core, Electives, Pre-requisites, etc.) and populating with added or imported courses.

Step 1. Adding and/or Importing Courses

Click on "View Curriculum Schema" icon. There are two options to add courses to New Program: "Add Course" and "Import Course." For new courses in Curriculog Approval Process, click on "Add Course." A dialog box will open asking for Prefix, Course Number, and Course Title. All new courses must have New Course Proposal Form submitted prior to completing this step. For courses already in Catalog, click on "Import Course" and find needed courses.

Step 2. Creating Curriculum Schema

Click on "View Curriculum Schema" icon. Then, click on "Add Core" or "Import Core." Next, click on "New Core," complete "Title" field for core (e.g.: Electives), and "Description" field If applicable. Click on "Add Courses." This will bring up course list created in Step 1. Select courses you wish to add and click "Add Course." To remove courses, click on X icon and proceed.

Prospective Curriculum:*

Foundation courses

The Master of Science in Business Analytics (MSBA) program offers a comprehensive curriculum designed to equip students with the essential skills and knowledge needed to thrive in the dynamic field of business analytics. The foundation courses provide a solid grounding in fundamental concepts, programming languages, database management, and statistical techniques crucial for data-driven decision-making.

MSBA 500 Business Analytics Fundamentals
MSBA 510 Python Programming for Business Analytics
MSBA 520 Foundations of Databases & SQL Programming
MSBA 530 Business Statistics for Data Analytics

Core Courses

The core courses in the Master of Science in Business Analytics (MSBA) curriculum represent a sophisticated and comprehensive exploration of advanced topics in the field. These courses are designed to deepen students' expertise, foster critical thinking, and provide practical skills to address complex challenges in the realm of business analytics.

MSBA 540 Machine Learning for Business Applications
MSBA 550 Business Intelligence and Big Data Analytics
MSBA 560 Data Visualization & Data Storytelling
MSBA 570 Generative AI and LLM Tools and Applications
MSBA 580 Special Topics in Business Analytics

Capstone Course

In this capstone course for the MS in Business Analytics Program, students embark on a conclusive journey that synthesizes and applies the knowledge and skills acquired throughout the program. Engaging in a real-world and hands-on project, students apply full data analytics lifecycle methodology to manage the project. Whether presenting comprehensive findings to clients or compiling a professional portfolio, students are positioned to showcase their proficiency in practical business analytics applications.

MSBA 590 Business Analytics Capstone Project

List all courses & their units that are prerequisite to major:*

There are no prerequisites to the MS in Business Analytics program.

Will any component of this program contribute to studies related to: (choose as many as apply)*

- [x] Mission Pillars
- [x] Sustainability
- [x] Justice, Diversity, Equity, Inclusion
- [ ] N/A

Notes (optional):

DO NOT USE

No DO NOT USE