

New Graduate Program Proposal

Form Procedure

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Create a PDF of the saved form go to Print and choose **Save as PDF** copy rather than print.

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Program Request Information

The main contact person for the Graduate Curriculum Committee should fill out this form.

Title of New Program:

Business Analytics Management

Department / Unit Developing:

Business Administration

Department Chair:

Dr. Michael Greenwood

mgreenw5@fitchburgstate.edu

Academic Dean:

Dr. Nancy Murray

nmurray5@fitchburgstate.edu

Requestor Name:

Beverley Hollingsworth

Members of the Graduate Curriculum Committee:

Beverley Hollingsworth (MBA Program Chairperson);
Denise Simion;
Glenn King Jr;
Kwang Kim;
Marie Hunte;
Marian Simion;
Michael Greenwood;
Patrick Malone;
Renee Scapparone

Program Chair

The Program Chair for this request is among the people listed above.

- * Yes
 No

Program Details

New Program and/or New Concentration:

- New Program
 New Concentration

Type of Program: (check all that apply)

- Certificate
 Teacher Licensure
 Degree

Catalog Description

Briefly describe new program/concentration as it will appear in university catalog:

Certificate Overview: The Graduate Certificate in Business Analytics Management is made up of the three-course Business Analytics Management Concentration in the Fitchburg State University MBA program. Students enrolled in this program will gain an understanding of a number of advanced concepts in business analytics management. Students who successfully complete the graduate certificate in Business Analytics Management and then become admitted to the MBA program at the University may apply the credits from the certificate program to the Business Analytics Management Concentration in the MBA at Fitchburg State, and with just seven additional courses, satisfy the requirements for the MBA. The certificate cannot be taken concurrently with the MBA program. The Graduate Certificate In Business Analytics Management is available online only.

Business Analytics Management Concentration Courses (9 hours):
MGMT 9xxx: Applied Data Analytics for Business Decision Making
MGMT 9xxx: Business Analytics Quality, Ethics, and Law
MGMT 9xxx: Managing Business Analytics

Enrollment & Implementation

A Cohort Model will be used: * Yes
 No

Additional faculty will be needed (day/adjunct) * Yes
 No

The Program is expected to begin:

Semester Year

Population Description

Anticipated enrollment/staffing plan (i.e., Who/how many will program serve?)

Anticipated enrollment to the new concentration 100-200 students. Staffing plan is under review by MBA Chair and additional qualified faculty will be added as needed with permission from Dean of School of Business and Dean of SGOCE

Rationale

Rationale and expected outcomes for new program:

In response to market analysis conducted by Academic Partnerships, LLC, there is strong demand for this concentration to be added to the Online Accelerated Program (OAP) MBA program. We anticipate that this will significantly increase enrollment for the MBA program.

Resources

Library and other resources needed:

As needed/requested by faculty instructions.

Admissions

Describe program's admissions requirements:

In accordance with established SGOCE Certificate Admissions policies.

Implementation Plan

Describe how the new program will begin; will it be phased in; suggested execution:

New program is expected to be announced in Spring 2022 with concentration course offerings to start in Fall 2022. Concentration courses will be added to the 2-year rotation calendar/scheduling carousel managed by FSU MBA Chair and Academic Partnerships, LLC. Anticipate one or more concentration courses to be offered in Fall 2022, Spring 2023 and Summer 2023

Supporting Documentation

A plan of study must be included.

If new courses are proposed or major changes are made to existing courses, submit a Graduate Council New Course Approval form. Attach any letter(s) of support from professional agencies or others within or outside the university.

Attach an approved Plan of Study: 'Plan of Study-Business_Analytics_Concentration.docx' Supporting Documentation:

CIP Code

List the CIP code you would like associated with the program.

For a list of possible CIP codes to choose from visit nces.ed.gov/ipeds/cipcode.

*NOTE - all CIP codes will be reviewed and approved by the Office of Institutional Research for final confirmation.

Proposed CIP Code: * Yes
 No Institutional Research is this the ideal code?

Signatures

...3736353039
Beverley Hollingsworth 01/26/2022
Requester Signature: Date

...3634333730
Michael Greenwood 01/26/2022
Department Chair Approval: Date

Academic Dean Signature: Date

SGOCE Dean Signature:

Date

Institutional Research has checked
the CIP Code.

Initials

Approval of the Graduate Council

Date

Approval of the President

Date

Notification

Reviewed by the Registrar:

Reviewed by the Library:
