

# BS IN BUSINESS ADMINISTRATION (BUSINESS ANALYTICS)



## SACRAMENTO STATE

### In Workflow

1. CBA College Committee Chair (joseph.taylor@csus.edu)
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### Approval Path

1. Thu, 03 Aug 2023 16:49:52 GMT  
Jai Joon Lee (jlee): Rollback to Initiator
2. Mon, 30 Sep 2024 19:40:15 GMT  
Joseph Taylor (joseph.taylor): Approved for CBA College Committee Chair
3. Mon, 30 Sep 2024 20:39:40 GMT  
Jean-francois Coget (coget): Approved for CBA Dean

### History

1. Feb 28, 2020 by Min Li (limin)
2. Apr 23, 2021 by Katie Hawke (katiedickson)
3. Feb 14, 2023 by Min Li (limin)

Date Submitted: Thu, 03 Aug 2023 17:22:53 GMT

**Viewing: BS in Business Administration (Business Analytics)**

**Last approved: Tue, 14 Feb 2023 19:29:25 GMT**

**Last edit: Fri, 27 Sep 2024 16:41:57 GMT**

Changes proposed by: Min Li (101017159)

**Academic Group: (College)**

Business

**Academic Organization: (Department)**

Information Systems and Business Analytics

**Catalog Year Effective:**

2023-2024 Catalog

**Individual(s) primarily responsible for drafting the proposed degree major program:**

Name (First Last)	Email	Phone 999-999-9999
Min Li	limin@csus.edu	9162787132

**Type of Program Proposal:**

Concentration

**Program Change Type:**

Substantive

**Is this a pilot program?**

No

**Delivery Format:**

Fully Face to Face

**Title of the Program:**

BS in Business Administration (Business Analytics)

**Designation: (degree terminology)**

Bachelor of Science

**Briefly describe the program proposal (new or change) and provide a justification:**

Add a required course DS 102 Foundation and Tools for Business Analytics so students are better prepared with foundational knowledge and tools for other business analytics courses. This new course DS 102 was proposed to better prepare students with foundational knowledge and tools for other Business Analytics courses. DS 102 was just approved by University Curriculum Subcommittee.

## University Learning Goals

**Undergraduate Learning Goals:**

Competence in the disciplines  
Intellectual and practical skills  
Integrative learning

**Will this program be required as part of a teaching credential program, a single subject, or multiple subject waiver program (e.g., Liberal Studies, Biology) or other school personnel preparation program (e.g., School of Nursing)?**

No

**Do these changes impact the Smart Planner roadmap?**

Yes

**Please attach the Smart Planner roadmap:**

BusinessAnalytics\_BS Smart Planner 2023.docx

**Briefly describe the change:**

Add a required course DS 102 Foundation and Tools for Business Analytics and update the electives.

**Catalog Description:**

**Units required for major: 66**

## Program Description

The Business Analytics concentration prepares students to connect data and models to substantive business problems so better business decisions can be made. The program focuses on using quantitative approaches to help improve decision making and performance in business. To better understand business situations, students focus on collecting and analyzing data, drawing on computer technology, statistics, applied mathematics, and machine learning techniques. The program covers database, data visualization tools and techniques, statistical modeling, data mining, optimization, simulation, and their applications in business disciplines such as accounting, finance, human resources, insurance, management, and marketing.

**Admission Requirements: Course prerequisites and other criteria for admission of students to the degree major program, and for their continuation in it.**

## Pre-Requisite Requirements

A student **may not enroll** in any of the Major program or Concentration courses until he/she has completed the Pre-Requisite lower division program with a grade of "C-" or better in each course and an overall GPA of 2.0 ("C"), with the exception of MATH 24 which requires a minimum acceptable grade of "C" or better.

Students enrolled as Expressed Interest in Business may enroll in the following courses after completing the lower division pre-requisite requirements:

## Computer Literacy

All business majors must meet spreadsheet competency **prior** to taking 100-level business courses. This requires completing MIS 10, Spreadsheet Skills (or equivalent).

## Minimum Grade Requirements

The purpose of this requirement is to assure that all business administration students attain the minimum level of competency in all their coursework required for the business administration degree.

The minimum acceptable grade for any undergraduate course required for the business administration degree is "C-" with the exception of MATH 24 which requires a minimum acceptable grade of "C" or better.

A minimum grade point average of 2.0 ("C") is required in the Pre-Requisite courses, Major Core courses, and the Concentration courses presented for the degree.

As defined by policy <http://www.csus.edu/umannual/acadaff/fsm00010.htm>, a change in units constitutes a substantive change to the program. If your changes constitute a substantive change, please refer back to the "Program Change Type" field above to ensure that "Substantive" is selected.

**Program Requirements: (If new courses are being created as part of a new program, it will be useful to propose courses first.)**

## Program Requirements

Code	Title	Units
<b>Required Lower Division (pre-requisites) (21 Units) <sup>1, 2</sup></b>		
ACCY 1	Accounting Fundamentals	3
ACCY 2	Managerial Accounting	3
ECON 1A	Introduction to Macroeconomic Analysis	3
ECON 1B	Introduction to Microeconomic Analysis	3
MATH 24	Modern Business Mathematics	3
MGMT 10	Introduction to Business Law	3
STAT 1	Introduction to Statistics	3
<b>Total Units</b>		<b>21</b>

<sup>1</sup> After completing the last of the pre-requisite courses, students must file the supplemental business application to officially apply to Business Administration as their major. Visit <https://www.csus.edu/college/business-administration/undergraduate/advising/impacted-major.html> for more information.

<sup>2</sup> Students who do not complete the required prerequisites as presented in the following Business Major program are subject to being administratively dropped from courses in which they are inappropriately enrolled.

Code	Title	Units
<b>Required Upper Division (Major) Core Courses (24 Units)</b>		
DS 101	Introduction to Business Analytics	3
FIN 101	Business Finance	3
GM 105	Strategic Management	3
HROB 101	The Management of Contemporary Organizations	3
MGMT 102	Business Communications	3
MIS 101	Computer Information Systems for Management	3
MKTG 101	Principles Of Marketing	3
OPM 101	Operations Management	3
<b>Business Analytics Concentration (21 Units)</b>		
<i>Required Courses</i>		
MIS 183	Business Intelligence Applications	3
DS 102	Foundation and Tools for Business Analytics	3
DS 110	Data Mining for Business Analytics	3
DS 115	Advanced Business Analytics	3
<i>Electives</i>		
Select three of the following:		9
DS 105	Decision Analytics	
FIN 136	Modern Portfolio Management	
FIN 160	Student Investment Fund Management	
MIS 15	Introduction to Business Programming	
MIS 150	Database Systems for Business	

MIS 163	Business Process Engineering and ERP Configuration
MIS 171	Enterprise Resource Planning Systems
MKTG 115	Marketing Analytics
MKTG 121	Marketing Research and Information
MKTG 130	Digital Marketing
MKTG 188	Supply Chain Analytics

Total Units

45

## General Education Requirements <sup>1</sup>

### Fiscal Impact to Change an Existing Program

Indicate programmatic or fiscal impact which this change will have on other academic units' programs, and describe the consultation that has occurred with affected units:

None

**Provide a fiscal analysis of the proposed changes:**

The instructor who proposed DS 102 will teach this course.

**How will the above changes be accommodated within the department/College existing fiscal resources?**

The instructor who proposed DS 102 will teach this course.

**Will the proposed changes require additional resources?**

No

**What additional space, equipment, operating expenses, library, computer, or media resources, clerical/technical support, or other resources will be needed?**

A computer classroom.

**Estimate the cost and indicate how these resource needs will be accommodated:**

None

**Reviewer Comments:**

Jai Joon Lee (jlee) (Thu, 03 Aug 2023 16:49:52 GMT): Rollback: per request, roll back to the proposed department

Key: 394