Name of Institution

Clemson University

Name of Program (include concentrations, options, and tracks)

MBA with a concentration in Business Analytics

Program Designation

☐ Associate's Degree   ☒ Master's Degree

☐ Bachelor's Degree: 4 Year   ☐ Specialist

☐ Bachelor's Degree: 5 Year   ☐ Doctoral Degree: Research/Scholarship (e.g., Ph.D. and DMA)

☐ Doctoral Degree: Professional Practice (e.g., Ed.D., D.N.P., J.D., Pharm.D., and M.D.)

Does the program qualify for supplemental Palmetto Fellows and LIFE Scholarship awards?
☐ Yes

☐ No

Proposed Date of Implementation	CIP Code
August 15th, 2016	520201

Delivery Site(s)

Greenville ONE, One Main Street, Greenville SC 29601

Delivery Mode

☒ Traditional/face-to-face*   ☐ Distance Education
*select if less than 50% online   ☐ 100% online

                                     ☐ Blended (more than 50% online)

                                     ☐ Other distance education

Program Contact Information (name, title, telephone number, and email address)

Jane Layton Academic Program Director (864)656-8175 elayton@clemson.edu Institutional Contact Debra B. Jackson Vice Provost for Academic Affairs 864-656-4592 dbj@clemson.edu

Institutional Approvals and Dates of Approval

Department approval: 4-17-15 College approval: 10-9-15 Board of Trustees: 10-9-15 University approval : 11-13-15

Background Information

Provide a detailed description of the proposed modification, including its nature and purpose and centrality to institutional mission. (1500 characters)

The proposed Business Analytics concentration will supplement the existing MBA curriculum with a focused cluster of analytics courses. The MBA with this concentration will consist of 36 credit hours to be completed on a part time basis over the course of 24 months. Courses will be offered on weekends and online. The main goal of this concentration is to keep the core MBA program in tact while providing analytics driven solutions. The type of student seeking this degree will need core management skills, but will also need to feel comfortable processing data and making decisions on large masses of data.

By grouping together Data Management and Warehousing, Data Mining, Project Management, Analytics, Marketing Performance, and a capstone project course, students will receive the necessary components of a holistic business analytics education.

List the objectives of the modified program. (1500 characters)

This MBA concentration will fill the knowledge gaps of business professionals who rely on large data to make strategic decisions and will help Clemson enter the market of business centric, data driven analytics.

Upon completion of the concentration, students will:

- Achieve a holistic view of data analytics in relation to their current business or industry needs
- Establish real-world skills by participating in a live project or internship with a Greenville based, Upstate based, or national business
- Learn to manage and refine raw datasets in order to perform analyses necessary to make managerial decisions
- Demonstrate high quality communications skills
- Demonstrate strong critical thinking skills
- Become proficient in analysis of ethical issues
- Demonstrate the ability to develop and deliver innovative ideas and solutions that are related to their current business workplace

Assessment of Need

Provide an assessment of the need for the program modification for the institution, the state, the region, and beyond, if applicable. (1500 characters)

In late 2014 it became apparent that many MBA programs across the nation were beginning to offer some version of a business analytics concentration to their programs. To better understand if this was an actual need within our target market, Clemson MBA program invited over 30 representatives from various upstate companies to a Think Tank in January of 2015. As a result, we identified a tremendous gap in the current workforce for professionals with both business management and business analytics skills. After further research, we discovered that there are currently no business graduate programs in the state of South Carolina that offer a managerial business analytics degree (a frustration that was also mentioned by the Think Tank participants).

Will the proposed modification impact any existing programs and services at the institution?

☐ Yes

☒ No

If yes, explain. (1000 characters)

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List of Similar Programs in South Carolina

Program Name	Institution	Similarities	Differences
MS in Organizational Management with concentration in Analytics	Charleston Southern University	Ethics and Leadership course Data Mapping and Data Warehousing Project-based capstone course	Strictly online program Fewer core management courses such as Accounting, Marketing, Management, Finance, etc.
Certificate in Business Analytics	University of South Carolina	Courses: Data Mining, Business Analytics Structure: maintains core MBA courses such as Finance, Accounting, Management, Marketing, etc.	Fewer technical course options that also embed business application such as: Statistical Modeling Data Management and Warehousing Business Forecasting Techniques and Applications
Master of Science in Data Science	Southern Methodist University	Targets working professionals Curriculum includes Statistics, data visualization, and strategic behavior Project-based approach	Strictly online delivery Curriculum requires fewer credit hour (31 vs 36) Technical degree with no core Business courses such as Management, Marketing, Accounting, Finance, etc.

Description of the Program

Projected New Enrollment						
Year	Fall		Spring		Summer	
	Headcount	Credit Hours	Headcount	Credit Hours	Headcount	Credit Hours
2016-17	25	6	25	6	25	7
2017-18	50	12	50	11	50	13
2018-19	50	12	50	11	50	13
2019-20	50	12	50	11	50	13
2020-21	50	12	50	11	50	13

Curriculum
Please see Appendix A for a full list of course requirements.

Curriculum Changes
Note: Complete this table only if there are changes to the curriculum.

Courses Eliminated from Program	Courses Added to Program
Business Communication (1)	Analytics & Statistical Modeling for Managerial Decision Making (3)
Career Management Seminar (1)	Data Management and Warehousing (3)
Managerial Economics (3)	Business Forecasting Techniques and Applications (3)
Organizational Behavior (3)	Introduction to Business Intelligence & Analytics for Managerial Decision Making (3)
Advanced Marketing (3)	

Faculty

Provide a brief explanation of any additional institutional changes in faculty and/or administrative assignment that may result from implementing the proposed program modification. (1000 characters)

There are no additional faculty needed for this program. Faculty in the College of Business and Behavioral Science consist of 30 business faculty across disciplines in Management, Marketing, Finance, and Accounting who teach MBA courses. In addition, the MBA department houses 9 staff members and 3 faculty members who work directly with all MBA students out of the Greenville ONE location to offer support in admissions, academic advising, career management, student experience, conflict resolution, tech support, and various other student related requests. Students in the MBA with a Concentration in Business Analytics will have direct access to each of these support and faculty members.

Resources

Identify any new library/learning resources, new instructional equipment, and new facilities or modifications to existing facilities needed to support the modified program. (2000 characters)

The new concentration does not require any additional library, equipment, or new facility to operate.

Financial Support

Estimated New Costs by Year						
Category	**1st**	**2nd**	**3rd**	**4th**	**5th**	**Total**
Program Administration	48,516	97,032	96,802	96,565	96,321	435,236
Faculty and Staff Salaries	94,146	179,010	182,242	186,242	189,967	831,955
Graduate Assistants	0	0	0	0	0	0
Equipment	0	0	0	0	0	0
Facilities	26,000	68,000	68,000	68,000	68,000	
Supplies and Materials	2,300	4,600	4,692	4,786	4,882	21,259
Library Resources	0	0	0	0	0	0
Other*	28,640	57,280	58,426	59,594	60,786	264,726
Total	199,602	405,922	410,162	415,187	419,956	1,850,829
Sources of Financing						
Category	**1st**	**2nd**	**3rd**	**4th**	**5th**	**Total**
Tuition Funding	436,250	872,500	872,500	872,500	872,500	3,926,250
Program-Specific Fees	12,500	12,500	12,500	12,500	12,500	62,500
State Funding (i.e., Special State Appropriation)*	0	0	0	0	0	0
Reallocation of Existing Funds*	0	0	0	0	0	0
Federal Funding*	0	0	0	0	0	0
Other Funding*	0	0	0	0	0	0
Total	448,750	885,000	885,000	885,000	885,000	3,988,750
Net Total (i.e., Estimated New Costs Minus Sources of Financing)	249,148	479,078	474,838	469,813	465,044	2,137,921

*Provide an explanation for these costs and sources of financing in the budget justification.

Budget Justification

Provide a brief explanation for the other new costs and any special sources of financing (state funding, reallocation of existing funds, federal funding, or other funding) identified in the Financial Support table. (1000 characters)

Note: Institutions need to complete this budget justification *only* if any other new costs, state funding, reallocation of existing funds, federal funding, or other funding are included in the Financial Support table.

The MBA is a fully self-supporting program. With the addition of the Business Analytics concentration, the MBA program will continue to be financially viable.

Evaluation and Assessment

Will any the proposed modification impact the way the program is evaluated and assessed?
☐ Yes
☒ No

If yes, explain. (1000 characters)

Will the proposed modification affect or result in program-specific accreditation?
☐ Yes
☒ No

If yes, explain; if the modification will result in the program seeking program-specific accreditation, provide the institution's plans to seek accreditation, including the expected timeline for accreditation. (500 characters)

Will the proposed modification affect or lead to licensure or certification?
☐ Yes
☒ No

If yes, explain how the program will prepare students for licensure or certification. (500 characters)

Teacher or School Professional Preparation Programs

Is the proposed modified program a teacher or school professional preparation program?
☐ Yes
☒ No

If yes, complete the following components.

Area of Certification

Attach a document addressing the South Carolina Department of Education Requirements and SPA or Other National Specialized and/or Professional Association Standards.

Appendix A

Clemson University MBA with a concentration in Business Analytics Curriculum Plan

Fall 2016
MBA 8040 – Analytics & Statistical Modeling for Managerial Decision Making (3)
MBA 8180 – Intro. to Business Intelligence & Analytics for Managerial Decision Making (3)

Spring 2017
MBA 8060 – Operations Management (3)
MBA 8540 – Managerial Acct (3)

Summer 2017
MBA 8610 – Information Systems (3)
MBA 8990 – Special Topic (3)
MBA 8810 – Ethics and Leadership (1)

Fall 2017
MBA 8070 – Financial Management (3)
MBA 8660 – Data Management and Warehousing (3)

Spring 2018
MBA 8170 – Business Forecasting Techniques and Applications (3)
MBA 8880 – Internship (2)

Summer 2018
MBA 8700 – Strategic Management (3)
MBA 8990 – Special Topic (3)