

**Ellen M. Kraft**

### **Business Analytics Launch Plan**

The Business Analytics Major will begin in Fall 2018 with the introductory course in Data Visualization. It will be open to all Freshman, Sophomores, and First Semester Juniors who have completed CSIS 1206. In the Spring of 2019, we will add a second course, Introduction to Data Management. During Spring 2019 both Data Visualization and Data Management courses will be offered. These two courses will also be open to all Business Majors as Business Program Electives, to Management Majors as a Management Elective, and to any student in the university who would like to take the courses as ASD electives. The reason we are not offering both courses during Fall 2018 is so that 1) The Professor responsible for teaching the courses will have only one new prep each semester, 2) the School will not commit too many FT resources to a new program that will undoubtedly need time for advertising to ramp up. Since we are offering two courses during the first semester, we are not splitting the interested students potentially in half. We feel an influx of new students to the major will occur in Fall 2019 when advertising efforts start bringing in Junior transfer students from the Community Colleges. Another increase in enrollment will occur in Fall 2020 when the incoming freshmen in fall 2018 become juniors and are ready to start their 3000 level classes.

### **. Management & Business Analytics Marketing Plan**

1. The responsibility of the marketing of the new program will primarily be handled by the Office of Admission and the Office of Institutional Marketing.

2. Admissions, Institutional Marketing and the Data Analytics Track Coordinator, will develop a brochure about the Data Analytics degree and its curriculum. The brochure will be distributed by the University ambassadors when they visit all the high school guidance counselors and community colleges in our region. We will also have the brochures at the open houses, and digital pages will be available on the Business School Website for potential students browsing our academic degree offerings.

3. We will also advertise

- School of Business and University Facebook page
- The Chamber of Commerce websites
- Place ads on the University's radio station

4. Esther Lawrence and Donna Hauer can also promote the programs and hand out brochures on the new Data Analytics Degree Program when they regularly attend the Chamber of Commerce meetings.

## Business Analytics Schedule

Required Courses		F18	SP19	Sum 2019	F19	SP20	Sum 2020	Comments
BUSA 3XXX	Introduction to Data Visualization	1	1		1	1		in Management curriculum revision proposal
BUSA 3XXX	Intro to Business Data Management		1		1	1		
BUSA 3XXX	Predictive Data Analytics				1			
BUSA 4XXX	Data Mining for Managers					1		
Electives		F18	S19	Sum 2019	F19	SP20	Sum 2020	Comments
BUSA 3121	Management Information Systems	1			1			
BUSA 3XXX	Optimization in Business					1		
BUSA/ MGMT 3XXX	Supply Chain Management		1			1		in Management curriculum revision proposal
BUSA 3XXX	Technology Ethics		1			1		
Total		2	4	0	4	6		