University Board of Undergraduate Studies  
Wed, January 17, 2018, 1-2:30 PM in Zilber 470

Minutes

In attendance: Su, Slattery, Burant, Dombrowski, Frederick, Pasero, Hathaway, D’Urso, Syam, Borg, Ghasemzadeh, Pasero, Brooks, Guttormson, Feldner

Reflection: Behnam Ghasemzadeh  
Recorder: Burant

Guests: Mark Barratt, Co-chair of the Undergraduate Curriculum Committee in the College of Business; Dave Clark, Associate Dean of College of Business

1. Reflection by Behnam Ghasemzadeh

2. Call to Order and Approval of Minutes: Minutes from 12/6/17 were amended (correction of minor typos) and approved.

3. Review of the Proposal for a major in Business Analytics from the College of Business

   a) Mark Barratt and Dave Clark from the College of Business provided an overview of the proposed Business Analytics major, highlighting the development process and the need for business analytics, emphasizing this as a growing field with great need.

   b) They explained the focus and the features of the major:
      1) This is a second major available to College of Business students
      2) The major is designed for students to be able to understand data and translate data for management
      3) It involves 5 courses beyond the business core (15 credits)
      4) These courses would typically begin in a student’s junior year and would build on one another
      5) Given that there is a Data Science major in the College of Arts and Sciences, students in this new major would be encouraged to take some courses from A&S.

   c) In discussion, issues larger than just this proposal surfaced. These included: duplication of courses and the need for dialogue across colleges, particularly about programs and courses with the potential to be multi-disciplinary.

   d) The committee agreed that the College of Business should:
      1) Discuss this proposal with the College of Communication as the College of Communication just hired (for fall 2018) someone with expertise in this area and there could be overlap and potential for collaboration.
      2) Answer questions about the focus groups used to ascertain market need. The committee was particularly interested in knowing if there was a focus group involving students and how the companies that participated in the focus groups were selected.

   e) John Su agreed to ask these questions of the College of Business.