Please attach/submit additional documents as needed to fully complete each section of the form.

I SUMMARY OF PROPOSED CHANGES

CATALOG LANGUAGE, MASTERS IN BUSINESS ANALYTICS

The Master of Science degree in Business Analytics (MS BA) is offered by the Departments of Management & Marketing and Management Information Systems in the School of Business Administration. The program prepares students for work that applies data science and decision making to business, in particular in the areas of marketing and MIS. Students also have the opportunity to gain skills in using quantitative analysis for creative solutions. The degree consists of 32 credits that are designed to be completed in one academic year, but if needed students are allowed up to five years for completion of the program.

Admission Requirements

Applicants need to provide transcripts, official GMAT/GRE scores, a strong letter of interest, a resume, and evidence of related work experience (or take BMKT/BMIS 598 Internship, see below). The GMAT/GRE will be waived for those applicants who receive a grade of B or better for all prerequisite courses.

Prerequisite Courses

1. BMIS 326 Introduction to Data Analytics, or equivalent
2. STAT 451 Statistical Methods I (plus STAT 457 Statistics Lab), or equivalent
3. BMKT/BMIS 598 Business Analytics Internship or relevant work experience
4. Foundational business courses, as determined by the Admissions Committee, based on the candidate’s formal education and work experience.

Required Courses (17 credits)

- BMIS 601 Business Intelligence
- BMIS 625 Text Mining of Unstructured Data
- BMIS 650 Quantitative Analysis
- BMKT 642 Advanced Marketing Research
- BMKT 670 Applied Data Analytics
- BMKT 680 Big Data and Innovation

Elective Courses (minimum of 15 credits, as approved by the MS BA Director)

- BMIS 465 Real-time Data Analytics
- BMIS 478 Electronic Commerce
- BMIS 575 Fundamentals of Consulting
- BMIS 674 Management Information Systems
- BMIS 491/591 Special Topics
- BMKT 440 Marketing Analytics
- BMKT 491/591 Special Topics
- CSCI 444 Data Visualization
- CSCI 546 Applications of Data Mining
- CSCI 548 Pattern Recognition
- CSCI 491/591 Special Topics
- JRNL 414 Investigations
- JRNL 592.06 Independent Study: Video News
- M 461 Practical Big Data Analytics
- M 491/591
- MART 500 Digital Tech in the Arts I
- MART 510 Digital Tech in the Arts II
- MBA 694 MBA Electives

II PRELIMINARY APPROVAL

Requestor: Klaus Uhlenbruck
Phone / Email: 6523, klaus.uhlenbruck@umontana.edu
Program Chair: Klaus Uhlenbruck, Chair, M&M
Program Chair: Lee Tangedahl, Chair, MIS
Other affected Programs: Mathematics (Stone)
Computer Science (Raiford)
Media Arts (Shogren)
Journalism (Swybold)
Dean: Larry Gianchetta
Dean of the Library (Zhang)

☐ Resources included in the proposal are sufficient to adequately support the new program's library needs.

III TYPE OF PROGRAM CHANGE

☐ Create new degree; add new major to existing degree
☐ Create minor or certificate where there is no major or option in a major
☐ Change name of degree (e.g. from B.A. to B.F.A.)
☐ Any other changes in governance and organization as described in BOR policy 218, such as formation, elimination or consolidation of a college, school, department, institute, bureau, center, station, laboratory, or similar unit.

IV PROPOSAL

See Level II Instructions

Attach the following completed forms
Board of Regents Item Template Form
V SUBMISSION

Submit the complete Level II proposal to the Provost’s Office for preliminary approval. After all signatures have been obtained, submit original, and an electronic file to the Faculty Senate Office, UH 221, camie.foos@mso.umt.edu