APPROVAL FORM FOR

DEGREE PROGRAMS

MISSISSIPPI STATE UNIVERSITY

NOTE: This form is a cover sheet that must accompany the degree program change proposal. The actual proposal should be prepared in accordance with format requirements provided in the *Guide and Format for Curriculum Proposals* published by the UCCC. Both cover sheet and proposal should be submitted to UCCC Mail Stop 9702 (281 Garner Hall), Phone: 325-9410.

College: College of Business Department: Marketing, Quantitative Analysis, and Business Law

Contact Person: Stephen L. France Mail Stop:9582 E-mail: sfrance@business.msstate.edu
Nature of Change: Change of Codes/Course Titles and Additional Elective Courses
Date Initiated: 15/01/2025
Effective Date: Fall 2025
Current Degree Program Name: Undergraduate Minor in Business Analytics

Major: N/A **Concentration: N/A**

New Degree Program Name: Minor in Business Analytics

Major: N/A **Concentration: N/A**

Summary of Proposed Changes:

The Business Analytics minor currently has around 25-30 students a year. We do not propose to make any major changes to the minor. However, a new Supply Chain Management major has split out of the Marketing Supply Chain Management concentration and we need to update the Business Analytics minor to align with this change.

We originally had three courses in the Analytics Applications section from Marketing. Two are now part of the Supply Chain Management major. We have updated these courses to reflect new codes and a change in title. As there is now only one Marketing course, we have added two additional courses to allow Marketing majors to complete the minor in a timely manner.

In addition, the course title for EC 4643 has been changed to "Introduction to Econometrics" to more accurately represent its contents. We have updated the course title.

Approved:	**Date:**
Department Head	2-6-25
Chair, College or School Curriculum Committee	2-6-25
Dean of College or School	2/10/2025
Chair, University Committee on Courses and Curricula	
Chair, Graduate Council(if applicable)	
Chair, Deans Council	

DEGREE MODIFICATION OUTLINE FORM

CURRENT Degree Description		PROPOSED Degree Description	
Degree: Undergraduate Minor in Business Analytics :		Degree: Undergraduate Minor in Business Analytics	
The minor will provide students with both an appreciation of the use of analytic techniques in business and the practical skills to implement and understand these techniques. Students completing the minor will obtain a range of real-world technical skills, such as using R, SAS, Tableau, and Excel. They will also gain insight into a wide range of business problems and scenarios. A specific niche/competitive advantage of this program is that students will be introduced to a range of software, such as widely used free analytics software (e.g., R). The minor will give commercially useful skills to many existing business students, such as those in accounting, business administration, business information systems, business economics, finance, and marketing. It also will provide business analytic skills for many non-business majors in areas such as computer science, engineering, mathematics, and psychology.		The minor will provide students with both an appreciation of the use of analytic techniques in business and the practical skills to implement and understand these techniques. Students completing the minor will obtain a range of real-world technical skills, such as using R, SAS, Tableau, and Excel. They will also gain insight into a wide range of business problems and scenarios. A specific niche/competitive advantage of this program is that students will be introduced to a range of software, such as widely used free analytics software (e.g., R). The minor will give commercially useful skills to many existing business students, such as those in accounting, business administration, business information systems, business economics, finance, and marketing. It also will provide business analytic skills for many non-business majors in areas such as computer science, engineering, mathematics, and psychology.	
CURRENT CURRICULUM OUTLINE	Required Hours	**PROPOSED CURRICULUM OUTLINE**	Required Hours
Analytics Skills (choose 3) BQA 4413 Business Forecasting and Predictive Analytics BQA 4423 Business Decision Analysis *ECON 4643 Econ Forecasting & Analysis* BIS 3753 Business Database Systems	*9*	**Analytics Skills (choose 3)** BQA 4413 Business Forecasting and Predictive Analytics BQA 4423 Business Decision Analysis **EC 4643 Introduction to Econometrics** BIS 3753 Business Database Systems	**9**
Analytics Applications (choose 2) ACC 3003 Accounting Systems I ACC 3053 Accounting Systems II BIS 3753 Business Database Systems BIS 4533 Decision Support Systems CSE 4633 Artificial Intelligence CSE 4503 Database Management Systems CSE 4490 Computational Intelligence FIN 4243 Senior Seminar in Financial Management FIN 4423 Investments *MKT 4033 International Transportation* *MKT 4333 International Supply Chain Management* MKT 4533 Marketing Research	*6*	**Analytics Applications (choose 2)** ACC 3003 Accounting Systems I ACC 3053 Accounting Systems II BIS 3753 Business Database Systems BIS 4533 Decision Support Systems CSE 4633 Artificial Intelligence CSE 4503 Database Management Systems CSE 4490 Computational Intelligence FIN 4243 Senior Seminar in Financial Management FIN 4423 Investments **MKT 4213 Internet Marketing** **MKT 4223 Social Media Marketing** MKT 4533 Marketing Research **SCL 4033 International Transportation** **SCL 4333 Supply Chain Process Analysis**	**6**
Total Hours	15	Total Hours	15
*BIS 3753 can only count once, for either the skills or the applications section.		*BIS 3753 can only count once, for either the skills or the applications section.	

MEMO:

UCCC Chair

MISSISSIPPI STATE UNIVERSITY
MARKETING, QUANTITATIVE ANALYSIS AND BUSINESS LAW

From: Robert Moore, Chair, Department Curriculum Committee

Date: January 21, 2025
Re: Letter of Support for Business Analytics Minor Degree Update

The Department faculty have reviewed the proposed Business Analytics Minor update for courses to reflect new codes and a change in title. Two additional Marketing courses are added to allow Marketing majors to complete the minor. In lieu of signing, an email statement of support/non-support is acceptable.

Faculty	Support	Do Not Support	Signature	Date
Dr. Frank Adams	✓			21 Jan 2025
Dr. Iva Ballard	✓		Iva B. Ballard	01/21/2025
Dr. Chris Boone	✓			27 Jan 25
Dr. Mike Breazeale	✓			21 Jan 25
Dr. Joel Collier	✓			1-21-25
Dr. Shelby Dudgeon	✓		Shelby Dudgeon	1-24-25
Dr. Stephen France	✓			01/21/25
Dr. Lu He	✓			1/22/25
Dr. Bingyan Hu	✓		SEE ATTACHED	
Dr. Myles Landers	✓			1/22/25
Dr. Jason Lueg	✓			1/28/25
Dr. Robert Moore	✓			1/21/25
Dr. Melissa Moore	✓			1-21-25
Dr. Sheida Riahi	✓		Sheida Riahi	1/21/25
Dr. Kevin Shanahan	✓			1/21/25
Dr. Jason Shin	✓			1/21/25
Ms. Emily Stokes				

Moore, Robert

From: Zhuo, Yueran
Sent: Tuesday, January 21, 2025 12:25 PM
To: Moore, Robert
Subject: RE: Letter of Support for Business Analytics Minor Change

Dear Rob,

Please consider this email as my supporting statement for the Business Analytics Minor Change. Thank you!

Best,
Yueran

We Ring True!

Yueran Zhuo, PhD
Assistant Professor of Business Analytics
Department of Marketing, Quantitative Analysis & Business Law
324 McCool Hall
Mailstop 9582
College of Business
Mississippi State, MS 39759

Office: 662-325-1998
Email: yzhuo@business.msstate.edu
Web page: https://www.business.msstate.edu/directory/yz469
Linkedin: https://www.linkedin.com/in/yueran-zhuo-3637391bb/

From: Moore, Robert
Sent: Tuesday, January 21, 2025 11:27 AM
To: Adams, Frank <fadams@business.msstate.edu>; Ballard, Iva <IBallard@business.msstate.edu>; Boone, Christopher <cboone@business.msstate.edu>; Breazeale, Mike <mbreazeale@business.msstate.edu>; Collier, Joel <JCollier@business.msstate.edu>; Dudgeon, Shelby <SDudgeon@business.msstate.edu>; France, Stephen <sfrance@business.msstate.edu>; He, Lu <lhe@business.msstate.edu>; Hu, Bingyan <bhu@business.msstate.edu>; Landers, Myles <vlanders@business.msstate.edu>; Lueg, Jason <JLueg@business.msstate.edu>; Moore, Melissa <mmoore@business.msstate.edu>; Riahi, Sheida <sr1315@msstate.edu>; Shanahan, Kevin <KShanahan@business.msstate.edu>; Shin, Jason <jshin@business.msstate.edu>; Stokes, Emily <ekd47@msstate.edu>; Story, Keith <kstory@business.msstate.edu>; Walton, Laura <LWalton@business.msstate.edu>; Xu, Eric <exu@business.msstate.edu>; Zhuo, Yueran <yzhuo@business.msstate.edu>
Subject: Letter of Support for Business Analytics Minor Change

Greetings,

We are in the process of making a Business Analytics Minor Change.
I have a letter of support/non support for this change for your consideration in the copy room.

Moore, Robert

From: Hu, Bingyan
Sent: Tuesday, January 21, 2025 5:31 PM
To: Moore, Robert
Subject: Re: Letter of Support for Business Analytics Minor Change

I support this.

Best
Bing

From: Moore, Robert <RMoore@business.msstate.edu>
Date: Tuesday, January 21, 2025 at 11:26 AM
To: Adams, Frank <fadams@business.msstate.edu>, Ballard, Iva <IBallard@business.msstate.edu>, Boone, Christopher <cboone@business.msstate.edu>, Breazeale, Mike <mbreazeale@business.msstate.edu>, Collier, Joel <JCollier@business.msstate.edu>, Dudgeon, Shelby <SDudgeon@business.msstate.edu>, France, Stephen <sfrance@business.msstate.edu>, He, Lu <lhe@business.msstate.edu>, Hu, Bingyan <bhu@business.msstate.edu>, Landers, Myles <vlanders@business.msstate.edu>, Lueg, Jason <JLueg@business.msstate.edu>, Moore, Melissa <mmoore@business.msstate.edu>, Riahi, Sheida <sr1315@msstate.edu>, Shanahan, Kevin <KShanahan@business.msstate.edu>, Shin, Jason <jshin@business.msstate.edu>, Stokes, Emily <ekd47@msstate.edu>, Story, Keith <kstory@business.msstate.edu>, Walton, Laura <LWalton@business.msstate.edu>, Xu, Eric <exu@business.msstate.edu>, Zhuo, Yueran <yzhuo@business.msstate.edu>
Subject: Letter of Support for Business Analytics Minor Change

Greetings,

We are in the process of making a Business Analytics Minor Change.
I have a letter of support/non support for this change for your consideration in the copy room.

If you could, provide your vote by FEB 4th.

The proposed Business Analytics Minor update will reflect new SCM codes and a change in title. Two additional Marketing courses are added to allow Marketing majors to complete the minor.

In lieu of signing, an email statement of support/non-support is acceptable.

Rob

Robert S. Moore, Ph.D.
Hunter Henry Fellow & Professor of Marketing
Department of Marketing, Quantitative Analysis & Business Law
324 H McCool
Office: (662) 325-8648