

APPENDIX P



School of Business and Public Administration
OFFICE OF THE DEAN

April 9, 2015



MEMORANDUM

TO: Dr. Anita B. Enriquez
Senior Vice President, Academic and Student Affairs

VIA: UOG Faculty Senate

FROM: Interim, Dean, SBPA

SUBJECT: Request for New Course, BA334 Business Analytics and Request for Removal of BA332 Multimedia Database System from Curriculum

In earnest effort to remain current in the field of business and management information systems, the attached proposals are a result of anticipated changes that require our proactive response. The Institute for Operations Research and the Management Sciences (INFORMS) predict that analytics software service will grow three times the rate of other business segments in the next few years. This is supported by management consultants such as Accenture and Gartner that named analytics as one of the top 10 trends. These anticipated trends impose a vital need for business analytics skills in business education.

5157 The proposed BA334 Business Analytics will serve as an elective course offering to students equipping them with the essential knowledge and skills required of the 21st century business graduate. This course will replace BA332 Multimedia Database System from the existing curriculum which we propose for removal from the existing curriculum. Much of the relevant content from BA332 will be integrated into other courses such as BA130 Introduction to Computer Operations, BA230 Data Processing/Date Administration, and BA334 Business Analytics. The BBA division faculty agree there is a diminishing need for in-house database design skill with the trend moving towards outsourcing and endorse the request to add BA334 Business Analytics as a new course and further endorse the request to remove BA332 Multimedia Database System from the existing curriculum to be effective Spring 2016 (see action in attached Minutes).

In consideration of these points and the endorsement of these requests by the faculty of the Division of Business Administration, I offer my concurrence and seek endorsement of the Faculty Senate and the approval of the Senior Vice President of Academic and Student Affairs.

Sincerely,

Dr. Annette T. Santos