



DEPARTMENT OF
HIGHER EDUCATION &
WORKFORCE DEVELOPMENT

New Program Report

Date Submitted:

06/01/2023

Institution

Webster University

Site Information

Implementation Date:

6/1/2023 12:00:00 AM

Added Site(s):

Selected Site(s):

Webster University, 470 East Lockwood, St. Louis, MO, 63119-3194

CIP Information

CIP Code:

307102

CIP Description:

A program that prepares individuals to apply data science to solve business challenges. Includes instruction in machine learning, optimization methods, computer algorithms, probability and stochastic models, information economics, logistics, strategy, consumer behavior, marketing, and visual analytics. Examples: [Business Forecasting and Trend Spotting]

CIP Program Title:

Business Analytics

Institution Program Title:

Business Analytics

Degree Level/Type

Degree Level:

Master Degree

Degree Type:

Master of Science

Options Added:

Collaborative Program:

N

Mode of Delivery

Current Mode of Delivery

Classroom

Hybrid

Online

Student Preparation



DEPARTMENT OF
HIGHER EDUCATION &
WORKFORCE DEVELOPMENT

New Program Report

Special Admissions Procedure or Student Qualifications required:

To be eligible for this program, students must have either:

Earned UG degree in Business, Marketing, Computer Science, and Economics

OR

Completed college level Algebra and Statistics within the last 5 years with a B or better in both courses.

Have work experience that include business, Marketing database and analytics

Specific Population Characteristics to be served:

n/a

Faculty Characteristics

Special Requirements for Assignment of Teaching for this Degree/Certificate:

Faculty must be academically or professionally qualified with a minimum of a Master's degree in the related discipline per Higher Learning Commission and ACBSP guidelines

Estimate Percentage of Credit Hours that will be assigned to full time faculty:

It is estimated that full time faculty will be assigned to 15 credit hours of the program - 42% of the program.

Expectations for professional activities, special student contact, teaching/learning innovation:

Students will have an opportunity to participate in career fairs, gain knowledge from special guest speakers in Business Analytics, and will have hands on experience using SAP to gain skills employers seek.

Student Enrollment Projections Year One-Five

Year 1	Full Time: 25	Part Time: 0	
Year 2	Full Time: 50	Part Time: 0	
Year 3	Full Time: 75	Part Time: 0	Number of Graduates: 25
Year 4	Full Time: 75	Part Time: 0	
Year 5	Full Time: 75	Part Time: 0	Number of Graduates: 25

Percentage Statement:

n/a

Program Accreditation

Institutional Plans for Accreditation:

There are no plans to seek specialized accreditation at this time.

Program Structure

Total Credits:

36

Residency Requirements:

n/a

General Education Total Credits:

0



DEPARTMENT OF
HIGHER EDUCATION &
WORKFORCE DEVELOPMENT

New Program Report

Major Requirements Total Credits:

36

Course(s) Added

COURSE NUMBER	CREDITS	COURSE TITLE
CSIS 5300	3	Database Systems
CSIS 5420	3	Business Data Mining
BUSN 6185	3	Business Intelligence and ERP
BUSN 5250	3	Enterprise Systems
BUSN 6160	3	Integrated Business Processes and ERP
MRKT 5895	3	Marketing Analytics
CSIS 5320	3	Data Analytics Foundations
CSDA 5130	3	Social and Ethical Issues in Analytics
CSDA 510	3	Data Visualization
BUSN 5200	3	Basic Finance for Managers
BUSN 5760	3	Applied Business Statistics
MRKT 5000	3	Foundations of Marketing Strategic Thinking

Free Elective Credits:

0

Internship or other Capstone Experience:

N/A

Assurances

I certify that the program will not unnecessarily duplicate an existing program of another Missouri institution in accordance with 6 CSR 10-4.010, subsection (9)(C) Submission of Academic Information, Data and New Programs.

I certify that the program will build upon existing programs and faculty expertise.

I certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful. Institutions' decision to implement a program shall be based upon demand and/or need for the program in terms of meeting present and future needs of the locale, state, and nation based upon societal needs, and/or student needs.

Contact Information

First and Last Name: Thao
Dang-Williams

Email: thaodangwilliams@webster.edu

Phone: 314-246-8757

Business Analytics (MS)

This program is offered by the George Herbert Walker School of Business & Technology and is available at the St. Louis main campus and via Webnet+.

Program Description

Business analytics is the process of transforming data into insights to improve business decisions. The MS in Business Analytics focuses on developing and applying analysis and analytics skills to fulfill significant needs in the Business and Marketing field. Data understanding, data visualization, descriptive and predictive modeling are some of the tools used to create insights from data in the business context. Student will integrate business concepts as well as key methods and tools available for modeling, analysis, and solving challenging problems involving business and marketing data.

Learning Outcomes

By the end of the program, students will be able to:

- Understand and critically apply the concepts and methods of business analytics.
- Identify business problem, prepare and implement suitable analytical model.
- Interpret results and possible solutions.
- Identify appropriate courses of action for a given business and marketing situation.
- Create viable solutions to business decision making problems.

Program Curriculum

The 36 credit hours for the MS in business analytics requires the following courses:

Required Courses

- BUSN 5200 Basic Finance for Managers (3 hours)
- MRKT 5000 Foundations of Marketing Strategic Thinking (3 hours)
- CSDA 5130 Social and Ethical Issues in Analytics (3 hours)
- BUSN 5250 Enterprise Systems (3 hours)
- CSIS 5300 Database Systems (3 hours)
- BUSN 5760 Applied Business Statistics (3 hours)
- CSIS 5320 Data Analytics Foundations (3 hours)
- CSDA 5310 Data Visualization (3 hours)
- CSIS 5420 Business Data Mining (3 hours)
- MRKT 5895 Marketing Analytics (3 hours)
- BUSN 6160 Integrated Business Processes and ERP (3 hours)
- BUSN 6185 Business Intelligence and ERP (3 hours)

Admission

See the Admission section of this catalog for general admission requirements. Students interested in applying must submit their application online at www.webster.edu/apply. Transcripts should be sent from your institution electronically to transcripts@webster.edu. If this service is not available, send transcripts to:

Office of Admission
Webster University
470 E. Lockwood Ave.
St. Louis, MO 63119

Additional Requirements

Official transcripts from all previously attended colleges and universities (including community colleges and summer courses).

To be eligible for this program, students must have either:

- Earned an undergraduate degree in Business, Marketing, Computer Science, Statistics, and Economics
- OR**
- Completed college level Algebra and Statistics, in the last 5 years, with a B or better in both courses.
- Have work experience that include business, marketing, database, and analytics

It is preferred that students have a business or marketing background.

Advancement to Candidacy

Students are admitted to their graduate program upon completion of all admission requirements. Students are advanced to candidacy status after successfully completing 12 credit hours with a cumulative GPA of 3.0 or higher. In specialized programs, courses required as prerequisites to the program do not count toward the 12 credit hours required for advancement.