[X] **New Program Code**   [ ] **Modify Program Code**   Date: 2/5/2021

REQUESTOR CONTACT INFORMATION

Name	Shelby Wong
Title	Academic Curriculum and Graduate Program Officer
Office/Dept	OVCAA

Campus	Hilo, UH
Email	shelbyw@hawaii.edu
Phone	(808) 932-7927

NEW PROGRAM CODE TO CREATE

Institution	HIL - University of Hawaii at Hilo
Level	UG - Undergraduate

Campus	HIL - University of Hawaii at Hilo
Effective Term	Fall 2021

	Code (Max. Characters)	Description	Check if requesting new code:
College	(2) BU	Business and Economics	[ ] See Banner form STVCOLL
Department	(4) BUAD	Business Administration	[ ] See Banner form STVDEPT
Degree/Certificate	(6) SC	Subject Certificate	[ ] See Banner form STVDEGC
Major	(4) GBUS	Business Administration	[ ] See Banner form STVMAJR
Concentration	(4) BAN	Business Analytics	[X] See Banner form STVMAJR
Minor	(4)		[ ] See Banner form STVMAJR

If a similar major/concentration code exists in Banner, please list the code:

Justification to warrant a new major/concentration code similar to an existing major/concentration code:

If new major, please list the BOR's approved Classification of Instructional Programs (CIP) Code: N/A

Is this major/concentration code being used the same way at the other UH campuses?   [ ] Yes   [X] No

Should this program be available for applicants to select as their planned course of study on the online application? *If yes, student may select the code as their only program of study.*   [ ] Yes   [X] No

RULES PERTAINING TO FINANCIAL AID AND 150% DIRECT SUBSIDIZED LOAN LIMIT LEGISLATION

Is 50% or greater of the classes in this program offered at a location other than the Home Campus?   [ ] Yes   [X] No

Is this program/major/certificate financial aid eligible?   [ ] Yes   [X] No

Does this certificate qualify as a Gainful Employment Program (Title IV-eligible certificate program)?
See http://www.ifap.ed.gov/GainfulEmploymentInfo/index.html   [ ] Yes   [X] No

Program Length
In academic years; decimals are acceptable. The length of the program should match what is published by the campus in any online and/or written publication.   1 year

Special Program Designations
See Special Program Designations Code Definitions on IRAO Program Code Request webpage
[ ] A   [ ] B   [X] N   [ ] P   [ ] T   [ ] U

Required Terms of Enrollment: [X] Fall   [X] Spring   [ ] Summer   [ ] Extended

IRAO USE ONLY: DATE RECEIVED

ADDITIONAL COMMENTS (for modifying existing program codes, specify the term to turn on/ off the online application, the recruitment/admission term, and the general student/history/ degree term.)

Request for new program code for newly approved Subject Certificate in Business Analytics.
Requested Code: SC-GBUS-BAN
Effective Term: Fall 2021

Approved Curriculum: https://hilo.kuali.co/cm/#/programs/view/5f6feb6145f473002686d832

ATTACHMENTS

BOR Approved: Sole-credential Certificates, Associate (excluding ATS), Bachelor and Graduate Degrees, and sole credential certificates

☐ BOR Meeting Minutes & Supporting Documents ☒ Curriculum

Chancellor Approved: Concentrations, Certificates and Associate in Technical Studies (ATS) Degree

☐ Memo from Chancellor to notify Vice President for Academic Planning and Policy regarding program action.

☐ Curriculum

CERTIFICATES ONLY: Please check one (1) statement. This certificate is a...

☐ BOR approved certificate. BOR Meeting/Approval Date: _____

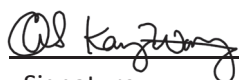☒ Chancellor approved within an authorized BOR program. BOR Program: <u>BBA, Business Administration</u>

☐ Chancellor approved CO in accordance with UHCCP 5.203, Section IV.B.10.

VERIFICATIONS

By signing below, I verify that I have reviewed and confirm the above information that is pertinent to my position.

Registrar (Print Name)	**Financial Aid Officer** (Print Name)	**For Community Colleges, verification of consultation with OVPCC Academic Affairs:**
Chelsea Kay-Wong	Sherrie Padilla	Tammi Oyadomari-Chun
[signature] 3/24/2021	*Sherrie K. Padilla*	
Signature Date	Signature Date	Signature Date

Program Code
Business Analytics Certificate

Approved | Fall 2021

Proposal Information

Workflow Status

Proposer

✓ **Sukhwa Hong (Submitter)**
Submitted 10-1-2020

(Curriculum Coordinator) \\ Curriculum Coordinator

✓ **Shelby Wong**
Approved 10-13-2020
Curriculum and Registrar Reviewed

– Cheri Keli'i-Marumoto

Department (Business Administration (BUS)) \\ Department Chair

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College (College of Business and Economics (CoBE)) \\ College Curriculum Review Committee Chair

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College (College of Business and Economics (CoBE)) \\ Senate Chair

✓ **Sijie Sun**
Approved 10-13-2020

College (College of Business and Economics (CoBE)) \\ Associate Dean

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College (College of Business and Economics (CoBE)) \\ Dean

✓ **Emmeline DePillis**
Approved 11-9-2020

(CCRC) \\ CCRC Chair

✓ **Alexander Nagurney**
Approved 12-3-2020
approved 7-0-0 on 12/2/20

(VCAA) \\ VCAA

✓ **Kris Roney**
Approved 12-24-2020

(Curr Coord Final) \\ Curriculum Coordinator

✓ **Shelby Wong**
Approved 1-5-2021

Printed and Included in Binder 1/5 sw

— VCAA Student Assistant

— Cheri Keli'i-Marumoto

Program Title
Business Analytics Certificate

Admin Use Only

Program Code

P) Proposal Details

P.1) This is a proposal for:
New certificate or minor track within an existing BOR approved Baccalaureate or Graduate program

Home Program
College of Business and Economics (CoBE)-

BBA Business Administration

P.2) Proposal Summary
This is a proposal for a subject certificate program in the field of business analytics. Business analytics is the process of collating, processing, and studying business data and transforming data into business insights using methodologies such as data mining, predictive analysis, optimization, and statistical analysis. The goal of business analytics is to identify relevant data, transform data into useful information, and use them to solve management problems by making data-driven business decisions. Business analytics focuses on acquiring, archiving, and extracting knowledge from structured and unstructured data to solve management problems.

P.3) Proposal Rationale/Justification

To be successful within modern organizations, analytics skills such as the ability to identify the right management problems, collate and process large amounts of structured and unstructured business data, draw analytical insights from quantitative models, transform insights into tasks, and make informed business decisions are essential. To equip students with such abilities and to respond to the growing demand, Uh-Hilo provides the Business Analytics Certificate.

The program will provide training of quantitative skills to prepare students for jobs in this rapidly expanding field. LinkedIn describes data scientists as being one of the most promising jobs in the US in 2019 [1] and business analytics is the study of business-related data using quantitative techniques. Having a certificate program in this subject will provide UH-Hilo students with a competitive advantage in the marketplace. This certificate could be the bridge to connect data science and students in non-technical fields such as business, marketing, management, and other social sciences. The program will also provide UH-Hilo with more capacity to undertake data-driven research for future grants and improve the quality of undergraduate research in the related disciplines. [1] https://www.cnbc.com/2019/01/09/15-of-the-most-promising-jobs-in-the-us-in-2019-according-to-linkedin.html

P.4) Related Course(s)

QBA 200 Intro to Business Analytics
QBA 260 Business Statistics
QBA 300 Operations Management
QBA 362 Business Analytics
QBA 367 Applied Business Analytics - Proposal Submitted
QBA 465 Social Media Analytics for Bus
ECON 390 Econometrics
ECON 430 Quantitative Forecasting
FIN 320 Prin Bus Finance
FIN 321 Invest & Secur Analysis
MKT 318 Internet Marketing
MKT 319 Market Research

P.5) Course(s) from Other Departments

No

P.6) Proposal Impact(s) - Resources

The College of Business and Economics positions will be focused on constructing and offering these courses. Since faculty are already working in these positions, no new resources are required. It is not anticipated that the program will cause any of the cognate courses to exceed their usual capacity.

P.7) Department Vote

	DATE	APPROVE	NOT APPROVE	ABSTAIN
DEPT VOTE	2020/09/23	11	0	0

P.8) Proposal Supporting Documents

- CoBE Senate Agenda 20200923 (Update) with notes.pdf

P.9) Proposer Notes

The minutes from the college of business and economics staff meeting that took place on September 23, 2020 concerning this certificate program are attached.

1) Program Information

1.1) Degree Type
Undergraduate Subject Certificate

1.2) Program Description
Business analytics is the process of collating, processing, and studying business data and transforming data into business insights using methodologies such as data mining, predictive analysis, optimization, and statistical analysis. The goal of business analytics is to identify relevant data, transform data into useful information, and use them to solve management problems by making data-driven business decisions. Business analytics focuses on acquiring, archiving, and extracting knowledge from structured and unstructured data to solve management problems.

To give students a competitive edge, companies need candidates who can interpret commonly unused data, such as text, audio and video. The Business Analytics Certificate at UH-Hilo prepares students to meet these demands through a data-driven curriculum and tools to derive the business insights you need to achieve outstanding results in this growing field.

The Certificate in Business Analytics allows students to develop skills relating to acquiring and processing business data and extracting insights and knowledge from business structured and unstructured data in its various forms to find solutions to management problems. This curriculum also focuses on equipping students with analytics skills to identify and collate business data, transform data into useful information, and use them to solve management problems by making data-driven business decisions.

This certificate is designed for someone who wants to learn how to make data-driven business decisions using analytical methodologies and techniques. This certificate is not only designed for students majoring in business and economics, but it is also targeted students in the fields in which data-driven and analytical approaches are the core component in problem-solving. The coursework for the certificate is consists of those focused on quantitative methodologies and theories from various disciplines in business and economics. All courses are currently available and offered regularly in the Bachelor of Business Administration Degree program.

1.3) Program Catalog Description

Business Analytics Certificate (18 Credits Required)

The Certificate in Business Analytics allows students to develop skills relating to acquiring and processing business data and extracting insights and knowledge from business structured and unstructured data in its various forms to find solutions to management problems. This curriculum also focuses on equipping students with analytics skills to identify and collate business data, transform data into useful information, and use them to solve management problems by making data-driven business decisions.

Required Courses (12 credits):
- QBA 260 Business Statistics (3) or MATH 115 (3) or MATH 271 (3)
- QBA 362 Business Analytics (3)
- QBA 465 Social Media Analytics for Bus (3)
- One of Upper-division QBA electives (3)

Required Electives (6 credits):

Choose two of the following courses
- QBA 200 Intro to Business Analytics (3)
- QBA 300 Operations Management (3)
- ECON 390 Econometrics (3)
- ECON 430 Quantitative Forecasting (3)
- FIN 320 Prin Bus Finance (3)
- FIN 321 Invest & Secur Analysis (3)
- MKT 318 Internet Marketing (3)
- MKT 319 Market Research (3)

Notes:
1. Students must pass each course within the certificate program with a grade of C or better.

1.4) College

College of Business and Economics (CoBE)

1.5) Department

Business Administration (BUS)

2) Program Requirements

2.1) Minimum Number of Credits

18

2.2) Minimum GPA

2.0

2.3) Minimum Acceptable Grade

C

2.4) Program Notes

The program will be adding more elective courses as more instructors submit data and analytics intensive courses for inclusion within the certificate.

3) Attachments

UNIVERSITY
of HAWAIʻI®
HILO

February 5, 2021

MEMORANDUM

TO: Bonnie D. Irwin
Chancellor
University of Hawai`i at Hilo

FROM: Kris Roney
Vice Chancellor for Academic Affairs
University of Hawai`i at Hilo

SUBJECT: Request for Approval of New Program Codes for use at UH Hilo

SPECIFIC ACTION REQUESTED:

We request that the following new program codes be approved for use. The below are either modifications to existing Bachelor degree programs or new Subject Certificates approved for Fall 2021 via the campus curriculum review process.

Program Modifications for Bachelor Degrees:

BBA-GBUS-AGB   Bachelor of Business Administration
Business Administration
Agribusiness Concentration
College of Business and Economics
*New Concentration

Program Modifications for Graduate Degrees:

MA-ILCE-ILM   Master of Arts
Indigenous Language and Culture Education
Indigenous Language Medium Education Concentration
Ka Haka ʻUla O Keʻelikōlani
*New Concentration

MA-ILCE-HLL   Master of Arts
Indigenous Language and Culture Education
Hawaiian Language and Literature Concentration
Ka Haka ʻUla O Keʻelikōlani
*New Concentration

MA-ILCE-ILR   Master of Arts
Indigenous Language and Culture Education
Indigenous and Minority Language Revitalization Concentration
Ka Haka ʻUla O Keʻelikōlani
*New Concentration

200 W. Kāwili St.
Hilo, Hawaiʻi 96720-4091
Telephone: (808) 932-7332
Fax: (808) 932-7338
hilo.hawaii.edu/uhh/vcaa
An Equal Opportunity/Affirmative Action Institution

New Subject Certificates under a BOR approved degree program:

SC-GBUS-BAN   Business Analytics
                           Home Program: BBA- Business Administration
                           *New Subject Certificate

SC-GBUS-SUT   Sustainable Tourism
                           Home Program: BBA-Business Administration
                           *Note: Certificate was formerly International Studies- Tourism
                           Concentration, curriculum has been revamped and certificate renamed.

RECOMMENDED EFFECTIVE DATE:

We request the effective date of Fall 2021.

ADDITIONAL COST:

There is no additional cost associated with this request.

PURPOSE:

The purpose of this request is to request approval for new program codes from the UH System Institutional Research, Analysis and Planning (IRAPO) office for the above-mentioned degree programs and subject certificates.

ACTION RECOMMENDED:

We recommend that you approve the new program codes for use for the above-mentioned degree and certificate programs.

APPROVED/DISAPPROVED:

Bonnie Irwin, Chancellor   2-10-21
                                          Date

KR:sw

Cc: Office of the Vice President for Academic Planning & Policy (OVPAPP)
            Farrah Marie Gomes, Vice Chancellor for Student Affairs
            Lisa Ann Amaral, Assistant Director of Admissions
            Jennifer Naguwa, Assistant Director of Admissions
            Chelsea Kay-Wong, University Registrar