

**New Program Code**       **Modify Program Code**      Date: \_\_\_\_\_

**REQUESTOR CONTACT INFORMATION**

Name Terri Ota      Campus West O'ahu, UH  
 Title Academic Program/Faculty Affairs Specialist      Email tota@hawaii.edu  
 Office/Dept UHWO Academic Affairs      Phone 689-2314

**NEW PROGRAM CODE TO CREATE**

Institution WOA - University of Hawaii West Oahu      Campus WOA - Univ of Hawaii - West Oahu  
 Level UG - Undergraduate      Effective Term 202210\_Fall 2021

	Code (Max. Characters)	Description	Check if requesting new code:
College	(2) <u>BA</u>	<u>Business Administration</u>	<input type="checkbox"/> See Banner form STVCOLL
Department	(4) <u>BUSA</u>	<u>Business Administration</u>	<input type="checkbox"/> See Banner form STVDEPT
Degree/Certificate	(6) <u>BA</u>	<u>Bachelor of Arts</u>	<input type="checkbox"/> See Banner form STVDEGC
Major	(4) <u>GBUS</u>	<u>Business Administration</u>	<input type="checkbox"/> See Banner form STVMAJR
Concentration	(4) <u>DA</u>	<u>Data Analytics</u>	<input checked="" type="checkbox"/> See Banner form STVMAJR
Minor	(4) _____	_____	<input type="checkbox"/> 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:

No similar code/description.

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

Is this major/concentration code being used the same way at the other UH campuses?       Yes       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       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       No  
 Is this program/major/certificate financial aid eligible?       Yes       No  
 Does this certificate qualify as a Gainful Employment Program (Title IV-eligible certificate program)?       Yes       No

See <http://www.ifap.ed.gov/GainfulEmploymentInfo/index.html>

**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.*

4 years

Special Program Designations       A       B       N       P       T       U

See *Special Program Designations Code Definitions on IRAO Program Code Request webpage*

Required Terms of Enrollment:       Fall       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.)**

New Concentration for the BA-BUSA degree; Chancellor approved. Copy of the Kualii proposal attached with Curriculum Committee approval, 12/12/20; Faculty Senate approval 02/10/21; Chancellor approval 02/11/21.

If additional information is needed, please let me know. Mahalo! Terri

**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: BA-BUSA  
 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)

Vicky del Prado

*Vicky del Prado* 3/4/21  
Signature Date

Financial Aid Officer  
(Print Name)

James Oshiro

*James Oshiro* 3/4/2021  
Signature Date

For Community Colleges,  
verification of consultation with  
OVPCC Academic Affairs:

\_\_\_\_\_  
Signature Date

← BA-BUSA - Business Administration

# BA-BUSA-DA Data Analytics

InWorkflow | Fall 2021 - Spring 2026

## Proposal Information

---

### Workflow Status

> Catalogue Coordinator > Catalogue Coordinator  
Terri Ota - Review

---

### Proposer

- ✓ Eric Wen (Creator)
  - ✓ Matthew Chapman (Shared)
  - ✓ J Burrell (Shared)
  - ✓ Marnelli Joy Ulep (Shared)
  - ✓ **Matthew Chapman (Submitter)**  
Submitted 11-10-2020
- 

### Division (Business Administration) \\ Division Chair

- ✓ **Matthew Chapman**  
Approved 11-10-2020
- 

### (All Division Chairs) \\ Division Chairs

- ✉ Mary Heller
  - ✉ Kristina Lu
  - ✉ Louis Herman
  - ✉ Matthew Chapman
  - ✉ Stan Orr
  - ✉ Sharla Hanaoka
  - ✉ Michael Furuto
- 

### (Assessment) \\ Director of Assessment

- Terri Ota

---

(VCAA) \\ VCAA

☑ Jeffrey Moniz

---

(Catalogue Coordinator) \\ Catalogue Coordinator

✓ **Terri Ota**  
Approved 12-11-2020

---

(Curriculum Committee) \\ Curriculum Committee Members

☑ Camonia Graham-Tutt

---

(Curriculum Committee) \\ Curriculum Committee Chair

✓ **Reed Young**  
Approved 12-12-2020  
approved with using D as the alpha for the  
capstone course in the future

---

(Faculty Senate) \\ Faculty Senate Chair

— Terri Ota  
✓ **Edward Keaunui**  
Approved 2-10-2021

---

(VCAA) \\ VCAA

✓ **Jeffrey Moniz**  
Approved 2-11-2021

---

(Chancellor) \\ Chancellor

— Terri Ota  
✓ **Maenette Benham**  
Approved 2-11-2021

---

(Board of Regents) \\ UHWO Rep

✓ **Terri Ota**  
Approved 2-17-2021  
No BOR approval required; degree exists,  
new concentration

---

(Assessment) \\ Director of Assessment

✓ **Terri Ota**

Approved 2-17-2021

no current director

---

*(Catalogue Coordinator) \\ Catalogue Coordinator*

Terri Ota

---

*(STAR) \\ STAR Builders*

Summer DeBruyne

---

### 1.1) Effective Term

Fall 2021

### 1.2) Proposer Name(s)

Eric Wen

### 1.3) Proposal Date

11/10/20

### 1.4) Proposal Summary

Proposal to establish a Data Analytics Concentration for the BA-Business Administration degree.

### 1.5) Justification or Rationale

This program seeks to prepare students for a business analyst, interdisciplinary role: someone who understands broader business objectives and decision-making and is equally comfortable with the analytical techniques and platforms used to construct data sets and find meaningful patterns and visualizations within them to help an organization make data-driven decisions.

The Long-Term Occupational Projections for State of Hawaii, 2016-2026 (Revised) projects a 12% growth for business analyst type positions, as noted in the attached ATP. This is nearly twice the overall growth rate of 6.5% for other occupations and identifies the employment and growth potential for program graduates.

## 2. Parent Program

---

### 2.1) Division

Business Administration

### 2.2) Division / Parent Program

BA-BUSA - Business Administration

### 2.3a) Attach ATP

- ATP1-2 BABA Data Analytics Final.pdf

**2.3b) Date of consultation with VCAA**

09/30/20

**2.3c) Date of presentation to Division Chairs**

10/05/20

**2.3d) Date of presentation to Faculty Senate**

12/04/20

**2.4) Program Description**

Students in Business Administration earn a Bachelor of Arts in Business Administration (BABA). Students choose a concentration within the business administration major. The concentrations are General Business Administration, Accounting, Management, Finance, Hospitality & Tourism, Management, and Marketing. Students may also choose to complete a dual concentration by completing all the requirements of two concentrations within the business administration major.

Students pursuing the BABA must take core courses in their area of study, including a capstone course and courses in their respective areas of concentration. It is highly recommended that students consult with a Faculty Advisor before beginning course work.

The Bachelor of Arts in Business Administration (BABA) prepares students for careers in business. Students receive a solid foundation in business principles and processes. All BABA students are provided with an understanding of the perspectives that form the context of business, including ethical and global issues; the influence of political, social, legal, regulatory, environmental, and technological issues; and the impact of demographic diversity on organizations.

Students who choose to study general business will receive a broad educational experience that will be relevant to many functional areas in the private or public sector, or self-employment, and entrepreneurship.

Those who choose the accounting concentration will receive the educational foundation for entry to a wide range of accounting and business careers, including a path to public accounting as a Certified Public Accountant (CPA).

Facilities management students will be exposed to topics such as building operations, personnel management, and customer service to prepare them for industry certification.

Finance students will develop analytical skills to achieve financial goals at the personal and corporate levels.

The Hospitality & Tourism concentration prepares students for managerial positions with a local and global perspective of the industry; students will learn the fundamental understandings of the service oriented economics and concepts of hospitality and tourism.

Management students will gain critical thinking skills necessary for effective managerial decision making in dynamic and diverse work environments.

Marketing students learn to evaluate and develop advertising, public relations, and direct mail campaigns as well as examine the science of consumer behavior and business in the context of promotion and publicity.

With the BABA, students will be well prepared to pursue advanced degrees such as the Master of Business Administration or Master of Accounting at graduate schools. This program conditionally accredited by the Accreditation Council for Business Schools and Programs.

**2.5) Program Requirements**

## General Education Requirements

31

Total Credits

- Met the following conditions:
  - ▼ General Education

## Program (Degree) Requirements

45

Total Credits

- Complete all of the following
  - Core Courses**
    - Earned at least 24 credits from the following:
      - BUSA 300 - Principles of Marketing (3)
      - BUSA 312 - Intern Financial Accounting I (3)
      - BUSA 320 - Statistics for Decision-Making (3)
      - BUSA 321 - Business Finance (3)
      - BUSA 324 - Business Law (3)
      - BUSA 345 - Management of Information Systems (3)
      - BUSA 386 - Global Management and Organizational Behavior (3)
      - BUSA 435 - Strategic Management (3)
  - Computer Science (Lower Division)**
    - Earned at least 3 credits from the following:
      - ICS 101 - Digital Tools for Info World (3)
  - Accounting (Lower Division)**
    - Earned at least 6 credits from the following:
      - ACC 201 - Introduction to Financial Accounting (3)
      - ACC 202 - Intro to Managerial Accounting (3)
  - Economics (Lower Division)**
    - Earned at least 6 credits from the following:
      - ECON 130 - Principles of Microeconomics (3)
      - ECON 131 - Principles of Macroeconomics (3)
  - English**
    - Earned at least 3 credits from the following:
      - ENG 200 - Composition II (3)
      - ENG 209 - Business Writing (3)
  - Math**
    - Earned at least 3 credits from the following:
      - MATH 103 - College Algebra (3)
      - MATH 103M - College Algebra with Tutorial (3)
      - MATH 115 - Statistics (3)

## Graduation Requirements

0

Total Credits

## Requirements

- Met the following conditions:
  - ▼ Graduation Requirements

**Grand Total Credits: 76**

## 3. Concentration Information

---

### 3.1) Code (Admin Only)

BA-BUSA-DA

### 3.2) Title

Data Analytics

### 3.3) Catalog Description of the Concentration

This program prepares students for professional positions as a business data analyst. This is an interdisciplinary role covering broad business objectives and decision-making, Business data analysts apply analytical techniques and platforms used to construct data sets and find meaningful patterns and visualizations within them to help an organization make data-driven decisions. The Long-Term Occupational Projections for the State of Hawai'i, 2016-2026 (Revised) projects a 12% growth for business analyst positions.

The objectives of this concentration are to provide students an understanding of data governance and the ethical use of data, hands-on experience visualizing data, and understanding the data analytics workflow: beginning with finding data, the process of extract, transform, load (ETL), performing basic techniques in data analytics using common methodologies, visualization, and finally reporting. Students completing this concentration will be prepared to enter the workforce as business analysts and in other associated professional positions.

### 3.5) Will this program be offered on campus in-person?

Yes

### 3.6) Will the program be offered in a distance delivery mode?

No

## 4. Concentration Requirements

---

### 4.1) Proposed Courses for the Program ⓘ

Students with a concentration in Data Analytics will complete 18 credits:

- ICS 111 Intro to Computer Science I
- ICS 129 Introduction to Databases
- ICS 211 Intro to Computer Science II
- BUSA 340 Business Intelligence
- BUSA 342 Practical Programming: Python
- BUSA 348 Data Analytics for Business

Choose 3 credits from the following:

- BUSA 346 Data Analytics on Cloud
- BUSA 436 Machine Learning Practice
- BUSA 448 Methods for Data Analytics



Capstone: BUSA 486D, BUSA 488D, BUSA 490D, or BUSA 494.

#### 4.2) Credits Required

120

#### 4.3) Attach Academic Map

- BUSA Data Analytics Map 21-22 DRAFT v2.docx

#### 4.4) Attach Program Sheet

- BUSA Data Analytics 2021-22 DRAFT.docx

#### 4.6) Other Affected Departments/Programs/Campuses

none

#### 4.6a) Documentation of Consultation

## 5. Board of Regents Approval

---

#### 5.1) Does this program require B.O.R. approval?

No

## 6. Concentration Outcomes

---

#### 6.1) Concentration Learning Outcomes

CLO-BA-BUSA-DA-1-Demonstrate proficiency in using the data analytics workflow in business plans or projects.

##### Outcome Code

None

CLO-BA-BUSA-DA-2-Apply appropriate statistical and analytical techniques for business applications.

##### Outcome Code

None

CLO-BA-BUSA-DA-3-Create and present data visualization products to support the decision-making process.

##### Outcome Code

None

#### 6.2) New or Modified Concentration Learning Outcomes

- BABA Data Analytics CLO.pdf

## 7. Admin Only

---

#### 7.1) Concentration Requirements

# Graduation Requirements

0

Total Credits

No Rules

**Grand Total Credits: 0**

**Proposal Owner**

Eric Wen

**Date End**

Spring 2026