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MTVCOMP	

University of Hawai'i
Code Request Form for Academic Programs
NEW OR MODIFIED SUBJECT CODE

Date: _____

REQUESTOR CONTACT INFORMATION

Name _____ Campus _____
 Title _____ Email _____
 Office/Dept _____ Phone _____

- NEW SUBJECT CODE USE AT INSTITUTION**
 MODIFY SUBJECT CODE USE AT INSTITUTION

Institution _____ Effective Term _____

	Code (Max. Characters)	Description (30 characters max)	Check if requesting new code:
College	(2) _____	_____	<input type="checkbox"/> See Banner form STVCOLL
Division	(4) _____	_____	<input type="checkbox"/> See Banner form STVDIVS
Department	(4) _____	_____	<input type="checkbox"/> See Banner form STVDEPT
Subject	(4) _____	_____	<input type="checkbox"/> See Banner form STVSUBJ

For Community Colleges, select one:
 General & Pre-Professional (GPP) or
 Career & Technical (CTE)

Explain the reason for the new subject code (i.e. - replacing an existing subject code (specify), revised name, new program, ...):

ATTACHMENTS

- Memo with appropriate campus approval (i.e. Campus Curriculum Committee, Vice Chancellor for Academic Affairs, etc.)

VERIFICATIONS

Registrar:

 Print Name Signature Date

Financial Aid Officer:

 Print Name Signature Date

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

 Print Name Signature Date

DATA 348

Business Analytics

Future | Fall 2024 – Indefinite

Changes Effective

Effective Term

Fall 2024

1. General Information

1.2) Subject Code

DATA

1.2a) New Subject Code Request

1.2b) Proposed New Subject Code

DATA

1.3) Number

348

1.3a) Is this a Topics Course

No

1.3b) Course Number Change

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1.4) Has this course ever been offered as an Experimental Course?

No

1.5) Course Title

Business Analytics

1.6) Transcript Title

Business Analytics

1.7) Division

Business Administration

1.8) Other courses in the UH system.

No Course Matches

2. Course Information

2.1) General Description

This course provides an overview of the research cycle specific to addressing business questions. Students will learn foundational principles, methods, and tools in data analytics to analyze and visualize business data. Specialized analytics will be introduced, including accounting and operations analytics. ([Previously BUSA 348](#)).

2.1a) Catalog Prerequisite Information

Pre: BUSA 320 or PUBA 341 or SSCI 210 or MATH 361; or instructor approval.

2.1c) Catalog Corequisite Information

None.

2.2) Crosslisted Course(s)

2.2a) Please indicate if this is the primary or secondary

course in the cross-listing

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2.3) Previous Subject Code, Number, and Title**2.4) Credit Options** ⓘ

3

2.5) Repeatability

N/A

2.6) Grading Options

Letter Plus + Minus (G)

2.7) Intended Offering Terms

Any

2.8) Maximum Enrollment Recommended**2.9) Schedule Types**

100% Online

Lecture (LEC)

2.10) Please provide one of the following (course outline / syllabus attachment):

Course outline (Topics to be covered by the course)

2.10a) Course Outline (Topics to be covered by the course)

The purpose of this course is to apply business analytics to the research life cycle and will include the following topics:

1. using analytics to specify the business question by applying the SOAR model (specify the question, obtain the data, analyze the data, and report the results)
2. introducing business data sources, preparing data for analysis, and gathering and protecting data ethically
3. analyzing the data using basic statistics and tools by defining populations and samples, introducing sampling methods (including how to prevent sampling bias), distribution and measures of central tendency, measures of dispersion, continuous probability distributions as part of hypothesis testing and analysis (e.g. t-tests, ANOVA, chi-square tests)
4. using software tools to create summary statistics and visualization to report results (e.g. Excel Data Analysis ToolPak and PowerBI). I have already confirmed with the HelpDesk that this software is available to all students using their Pueo ID to access Microsoft 365.
5. applying analytics to exploratory analyses (e.g. descriptive and diagnostic analyses)
6. applying analytics to confirmatory analyses (e.g. predictive and prescriptive analyses)
7. introducing analytics in accounting-related questions (e.g. using time series analysis to predict sales)
8. introducing analytics in operations-related questions (e.g. supply chain efficiency, forecasting costs, etc.)

This course would provide a foundation for BUSA 346 Data Analytics on Cloud, BUSA 448 Methods for Data Analytics, and the business capstone.

2.11) Additional Docs**2.12) What requirement will this course meet?**

Concentration Elective (please submit concentration modification proposal)

3. Learning Outcomes

3.1) Course Learning Outcomes

SLO#1 - Use business analytics to address business questions

General Education Learning Outcomes

None

Linked Program Outcome

DLO-BA-BUSA-1-Demonstrate critical thinking, research and communication skills as applied to organizations (Business Administration)

Linked Institution Outcomes

ILO-3-Critical Thinking

SLO#2 - Introduce sources of business data

General Education Learning Outcomes

None

Linked Program Outcome

DLO-BA-BUSA-1-Demonstrate critical thinking, research and communication skills as applied to organizations (Business Administration)

Linked Institution Outcomes

ILO-3-Critical Thinking

SLO#3 - Apply methods and tools in business analytics

General Education Learning Outcomes

None

Linked Program Outcome

DLO-BA-BUSA-1-Demonstrate critical thinking, research and communication skills as applied to organizations (Business Administration)

Linked Institution Outcomes

ILO-3-Critical Thinking

SLO#4 - Examine exploratory and confirmatory analytics

General Education Learning Outcomes

None

Linked Program Outcome

DLO-BA-BUSA-1-Demonstrate critical thinking, research and communication skills as applied to organizations (Business Administration)

Linked Institution Outcomes

ILO-3-Critical Thinking

SLO#5 - Introduce specialized applications of business analytics in accounting and operations

General Education Learning Outcomes

None

Linked Program Outcome

DLO-BA-BUSA-1-Demonstrate critical thinking, research and communication skills as applied to organizations (Business Administration)

Linked Institution Outcomes

ILO-3-Critical Thinking



UNIVERSITY
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Ke Kulanui o Hawai'i-O'ahu Komohana

Office of the Vice Chancellor for Academic Affairs

February 22, 2024

To: Institutional Research and Analysis Office

Via: Maenette Benham
Chancellor

From: Harald Barkhoff
Vice Chancellor for Academic Affairs

Subject: UHWO New Subject Codes (FMPC); use of existing codes (DATA, LING)

We would like to request a new Subject Code:

- FMPC: Film, Media and Popular Culture

We have an existing concentration area, FMPC, in the BA-HUM which already uses this code. The code is needed for the capstone coursework. Also students can do a double concentration (two different concentrations under the BA-HUM) but would then need to do two capstones---one from each of the concentration areas.

And we will be using the existing Subject Code DATA for our coursework in the BA-BUSA concentration in Data Analytics; and LING for a new course to align with the system course, LING 102:

- DATA: Data Science
- LING: Linguistics

Attached are the New or Modified Subject Code Request forms and the approvals from Quali Curriculum Management.

Should you have any questions or need additional information, please contact Terri Ota at tota@hawaii.edu or by phone at 808-689-2314.

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