Memorandum

To: Faculty Senate
            Seton Hall University

From: Katia Passerini, Ph.D.

            Katia Passerini

            Provost and Executive Vice President

Re: *Graduate Certificate in Business Analytics*
            2021-FS-08

Date: June 16, 2021

We are in receipt of *2021-FS-08,* approving the proposal for a Graduate Certificate in Business Analytics. The Faculty Senate approved this certificate at its April 23, 2021 meeting.

The proposal presents a new graduate certificate in Business Analytics that respond to an increased interest in analytics as evidenced by requests made to the School of Business. This certificate requires no new course development. The certificate differs from existing opportunities at the University in important ways and therefore should not compete with enrollment in these programs. The Master of Science in Data Analytics offered by the College of Arts and Sciences, has more emphasis on mathematical rigor appealing to students with those interests. Also, the certificate would allow either a stand-alone opportunity for upskilling, or it might be a pathway into the Master of Science in Business Analytics. The proposal indicates that approximately 8 students would enroll in this certificate each academic year.

All of this must be carefully described in the catalogue and updated going forward.

We note this proposal passed through the appropriate process, being approved by the Chair of Computing and Decision Sciences, the Graduate Educational Policy Committee, the School of Business, the Dean, the Academic Policy Committee prior to being approved by this office. In particular, the Dean confirmed that there are adequate resources available for this program; we expect this includes miscellaneous resources for advising and marketing, which have not been requested as part of this proposal. The enrollments will be reviewed annually to ensure that the certificate remains an attractive option for students without putting undue pressure on resources.

With these conditions, the Graduate Certificate in Business Analytics is approved.