Memorandum

To: Faculty Senate
               Seton Hall University

From: Katia Passerini, Ph.D.

               Katia Passerini

               Provost and Executive Vice President

Re: MBA Concentration in Business Analytics
               2021-FS-09

Date: May 26, 2021

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We are in receipt of *2021-FS-09,* approving the proposal for an MBA Concentration in Business Analytics. The Faculty Senate approved this certificate at its April 23, 2021 meeting.

This concentration would attract current and prospective MBA students in analytics, which is an area receiving increased interest. The concentration is expected to increase overall course enrollment without incremental costs since Computing and Decision Sciences plans to run only the courses dictated by the MSBA schedule. The program is available to MBA students seeking a concentration within their MBA degree. This proposal requires no new course development but intends to use courses in the existing MSBA program. Because it will be marketed along with the portfolio of other concentrations, it will not require increased marketing costs. The proposal indicates approximately 12 students may be interested in this program annually, and that these students can be accommodated without increasing the number of sections of MSBA courses.

All of this must be carefully described in the catalogue and updated going forward. The program should supply Associate Provost Dr. Gregory Burton with the appropriate information by May 28, 2021.

We note this proposal passed through the appropriate processes, being approved by the Chair of Computing and Decision Sciences, the Graduate Educational Policy Committee, the Dean of the School of Business, and 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 hope this includes resources for advising. The enrollments will be reviewed annually to ensure that the concentration remains an attractive option for students.

With these conditions, the MBA Concentration in Business Analytics is approved.