UNIVERSITY OF GEORGIA

University of Georgia
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University Council

March 11, 2022

UNDERLINED: UNIVERSITY CURRICULUM COMMITTEE – 2021-2022

Susan Sanchez, Chair
Agricultural and Environmental Sciences – Nicholas Fuhrman
Arts and Sciences – Jonathan Haddad (Arts)
                               Rodney Mauricio (Sciences)
Business – Jim Carson
Ecology – Amanda Rugenski
Education – David Jackson
Engineering – Kun Yao
Environment and Design – Ashley Steffens
Family and Consumer Sciences – Sheri Worthy
Forestry and Natural Resources – Joseph Dahlen
Journalism and Mass Communication – Dodie Cantrell-Bickley
Law – Randy Beck
Pharmacy – Michelle McElhannon
Public and International Affairs – Leah Carmichael
Public Health – Allan Tate
Social Work – Harold Briggs
Veterinary Medicine – Shannon Hostetter
Graduate School – Wendy Ruona
Ex-Officio – Provost S. Jack Hu
Undergraduate Student Representative – Matthew Jue
Graduate Student Representative – Sarah Burns

Dear Colleagues:

The attached proposal from the Terry College of Business to offer a new Area of Emphasis in Business Analytics under the undergraduate majors in the Terry College of Business will be an agenda item for the March 18, 2022, Full University Curriculum Committee meeting.

Sincerely,

Susan Sanchez, Chair
University Curriculum Committee

cc: Provost S. Jack Hu
         Dr. Marisa Pagnattaro

PROPOSAL FOR AN AREA OF EMPHASIS

Date: January 24, 2022

School/College: Terry College of Business

Departments/Divisions: J.M. Tull School of Accounting
Economics
Finance
Management
Management Information Systems
Marketing
Insurance, Legal Studies, and Real Estate

Programs: Accounting (B.B.A.)
Economics (A.B.)
Economics (B.B.A.)
Finance (B.B.A.)
Management (B.B.A.)
Management Information Systems (B.B.A.)
Marketing (B.B.A.)
Real Estate (B.B.A.)
Risk Management and Insurance (B.B.A.)

Area of Emphasis Title: Business Analytics

Which campus(es) will offer this program? Athens

Proposed Effective Date: Fall 2022

CIP: 52130101

1. **Area of Emphasis Description:**
   Analytics (9 hours):
   BUSN 3000, Applied Statistics and Data Analysis for Business (3 hours)
   BUSN 4000, Predictive Modeling and Optimization (3 hours)
   BUSN 5000, Introduction to Data Science for Business and Economics (3 hours)

   Programming (3 hours):
   Select two of the following courses:
   BUSN 3020E, Structured Query Language (SQL) Skills for Business Analytics (1.5 hours)
   BUSN 3030E, Python Programming Skills for Business Analytics I (1.5 hours)
   BUSN 3040E, R Programming Skills for Business Analytics I (1.5 hours)
   BUSN 4030E, Python Programming Skills for Business Analytics II (1.5 hours)
   BUSN 4040E, R Programming Skills for Business Analytics II (1.5 hours)

   Total Hours: 12

Note: BUSN 4000 and BUSN 5000 must be taken at UGA and completed with an average grade of 3.0. Minimum grade of "S" or "C" (2.0) or higher must be received in all courses.

2. **Major Requirements:**
   This section shows how the area of emphasis courses fit within this major. The classes in bold font indicate an area of emphasis course.

   Economics (A.B.)

   Area VI:
   BUSN 3000
   ECON 2105
   ECON 216
   MATH 2200 or MATH 2250 or MATH 2300
   Foreign Language

   General Electives:
   BUSN 3020E, BUSN 3030E, BUSN 3040E, or BUSN 4030E or BUSN 4040E
   BUSN 3020E, BUSN 3030E, BUSN 3040E, or BUSN 4030E or BUSN 4040E
   BUSN 4000
   BUSN 5000
   Additional General Elective courses

   Accounting (B.B.A.), Economics (B.B.A.), Management (B.B.A.), Management Information Systems (B.B.A.), Marketing (B.B.A.), Real Estate (B.B.A.), Risk Management and Insurance (B.B.A.)

   Foundation First Business Courses:
   BUSN 3000
   BUSN 4000
   FINA 3000
   MARK 3000
   MGMT 3000

   Upper-Division General Electives:
   BUSN 3020E, BUSN 3030E, BUSN 3040E, or BUSN 4030E or BUSN 4040E
   BUSN 3020E, BUSN 3030E, BUSN 3040E, or BUSN 4030E or BUSN 4040E
   BUSN 5000
   Additional General Elective course

Documentation of Approval and Notification

Proposal: Area of Emphasis in Business Analytics under all undergraduate majors in the Terry College of Business

College: Terry College of Business

Proposed Effective Term: Fall 2022

Department:
- J. M. Tull School of Accounting Director, Dr. Ted Christensen, 1/24/22
- Economics Department Head, Dr. Chris Cornwell, 1/24/22
- Finance Department Head, Dr. Jeff Netter, 1/24/22
- Management Department Head, Dr. Robert Vandenberg, 1/24/22
- Management Information Systems Department Head, Dr. Maric Boudreau, 1/24/22
- Marketing Department Head, Dr. John Hulland, 1/24/22
- Insurance, Legal Studies, and Real Estate Department Head, Dr. Rob Hoyt, 1/24/22

School/College:
- Terry College of Business Dean, Dr. Ben Ayers, 1/24/22