University Council
Athens, Georgia 30602

March 17, 2017

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Dear Colleagues:

The attached proposal from the Terry College of Business for a new Area of Emphasis in Data Analytics under the major in Management Information Systems (B.B.A.) will be an agenda item for the March 24, 2017, Full University Curriculum Committee meeting.

Sincerely,

Alison F. Alexander, Chair
University Curriculum Committee

cc: Provost Pamela S. Whitten
        Dr. Rahul Shrivastav

Committee on Facilities, Committee on Intercollegiate Athletics, Committee on Statutes, Bylaws, and Committees, Committee on Student Life, Curriculum Committee, Educational Affairs Committee, Executive Committee, Faculty Admissions Committee, Faculty Affairs Committee, Faculty Grievance Committee, Faculty Post-Tenure Review Appeals Committee, Faculty/Staff Parking Appeals Committee, Human Resources Committee, Program Review and Assessment Committee, Strategic Planning Committee, University Libraries Committee, University Promotion and Tenure Appeals Committee

An Equal Opportunity/Affirmative Action/Veteran/Disability Institution

PROPOSAL FOR AREA OF EMPHASIS

1. **School/College:** Terry College of Business

2. **Department/Division:** Management Information Systems

3. **Major:** Management Information Systems (B.B.A.)

If major has more than one area of emphasis, submit all areas of emphasis, submit all areas of emphasis under one major together. A course may appear in more than one area of emphasis, but each area of emphasis should have a distinct focus.

4. **Major Requirements:** Attach a list of requirements for the major. Undergraduate programs may attach a copy of the major requirements from the online bulletin. Graduate programs may provide a list of general requirements for the major.

    See attached.

5. **Area of Emphasis Title (as it will appear in the *Bulletin*):** Data Analytics

6. **Proposed starting date:** Fall 2017

7. **Area of Emphasis Description:**
    Include prefixes, number and titles of required courses, number of credit hours required; residency requirements (if any); and grade requirements (if any). Graduate Areas of Emphasis may refer to groups of courses if necessary.

Area of Emphasis in Data Analytics

The Area of Emphasis will recognize the completion of 12 credit hours in the following courses with a minimum grade of B- in each course.

Required Course: MIST 6410 – Data Management (3 hours)

Additional Required Courses (3): *Choose three courses from the following:*
                      MIST 5730 – Advanced Data Management (3 hrs)
                      MIST 5620 – Business Intelligence (3 hrs)
                      MIST 4800 – Internship in Data Analytics (3 hrs)
                      MIST 4550 – Energy Informatics (3 hrs)

<u>Management Information Systems (B.B.A.) Major Requirements</u>

A baccalaureate degree program must require at least 21 semester hours of upper division courses in the major field and at least 39 semester hours of upper division work overall.

Required Courses (36 hours)

Terry Foundations First core (15 hours)

<u>MIST 3000</u> or <u>MSIT300E</u> (enroll prior to applying to a Terry major)
<u>FINA 3000</u> or <u>FINA3000H</u> or <u>FINA 3000E</u>
<u>MARK 3000</u> or <u>MARK 3000H</u> or <u>MARK3000E</u>
<u>MGMT 3000</u> or <u>MGMT 3000H</u> or <u>MGMT3000E</u>
<u>BUSN 4000</u>

Management Information Systems Major Requires Courses (18 hours)
See UGA Bulletin for prerequisites.
Courses must be satisfied with a grade of "C" (2.0) or higher

<u>MIST 4600</u>
<u>MIST 4610</u>
<u>MIST 4620</u> Prereq: Both <u>MIST 4630</u> and <u>MIST 5740</u> with a minimum grade of "C" (2.0)
<u>MIST 4630</u> Prereq: Both <u>MIST 4600</u> and <u>MIST 4610</u> with a minimum grade of "C" (2.0)
<u>MIST 5740</u> Prereq: <u>MIST 5750</u> with a minimum grade of "C" (2.0)

Management Information Systems Major Related Courses (3 hours)
See UGA Bulletin for prerequisites.
Courses must be satisfied with a grade of "c" (2.0) or higher

Choose one course (3 hours) from the following:
<u>MIST 4550/6550</u>
<u>MIST 5600</u>
<u>MIST 5620</u>
<u>MIST 5670</u>
<u>MIST 5780</u>
<u>MIST 5790</u>

General Electives (24 hours)
Upper Division General Electives (12 hours)
Twelve hours (4 courses) are required, and each course must be three credit hours.

Choose from 4000-5000 level Terry College prefix courses outside the Management Information Systems major: ACCT, BUSN, ECON, ENTR, FINA, ILAD, INTB, LEGL, MARK, MBUS, MGMT, MSIT, REAL, or RMIN (also includes MBUS 3000 level). Exception: MIST 4800 may satisfy 3 hours of this requirement

and a maximum of two courses (6 hours) of MIST prefix courses (3000-5000 level) may be used with permission of the major advisor. Note: A minimum of 3 hours must be satisfied with a Terry College prefix course in the residence at UGA.

In addition, students may also choose 3000-level or above course(s), other than MIST, may be used to satisfy Upper Division General Electives.

Arts and Sciences Electives (12 hours)
Terry College majors are requires to satisfy 12 hours (1000-5000 level) of Arts and Sciences Electives. Transfer coursework is accepted. Choose from the following prefixes:
AFAM, AFST, AMHA, ANTH, ARAB, ARED, ARGD, ARHI, ARID, ARST, ARTI, ARTS, ASTR, BCMC, BENG, BINF, BIOL, CBIO, CHEM, CHNS, CLAS, CMLT, COMM, CSCI, DRAM, DANC, ECON, ECOL, EMUS, ENGL, ENTO, FANR, FCID, FILM, FREN, FRES, FYOS, GENE, GEOG, GEOL, GPST, GREK, GRMN, HEBR, HIST, HNDI, HONS, INDO, INTS, ISCI, ITAL, INTL. JPNS, KREN, LACS, LATN, LING, MAND, MARS, MATH, MIBO, MUSI, NAMS, PADP, PASH, PBIO, PERS, PHIL, PHYS, POLS, PORT, PSYC, PTSP, RELI, ROML, RUSS, SEMI, SCAN, SLAV, SOCI, SPAN, STAT, SWAH, THEA, TURK, URDU, VIET, WMST, YORB, ZULU.
Additional courses that count as Arts and Sciences electives: AIRS 2001, AIRS 2001L, AIRS 2002, AIRS 2002L, AIRS 3001, AIRS 3001L, AIRS 3002, AIRS 3002L, AIRS 4001, AIRS 4001L, AIRS 4002, AIRS 4002L, MILS 3010, MILS 3010L, MILS 3020, MILS 3020L, MILS 4010, MILS 4010L, MILS 4020, MILS 4020L, MILS 5010, MILS 5020.

Additional Terry College Graduation Requirements
Terry College Residency: 30 hours of Terry coursework satisfied at UGA
COMM 1100 or COMM 2150H or (COMM 1500 or COMM 1500E or COMM 2550H) or COMM 3200
ECON 2100 or ECON 2100E or ECON 2200 or ECON 2200E or ECON 2200H
MATH 1113 or MATH 1113E

Terry GPA: 2.0 on all Terry prefix courses taken at UGA that are being applied towards the completion of the B.B.A. degree
(This total does not include the 1-hour P.E. requirement)

Approvals on File

Proposal: Area of Emphasis in Data Analytics under the Major in Management Information Systems (B.B.A.)

Department: Management Information Systems

College: Terry College of Business

Proposed Effective Term: Fall 2017

Department:

- Management Information Systems Department Head, Dr. Maric Boudreau, 1/24/17

School/College:

- Terry College of Business Dean, Dr. Benjamin Ayers, 2/23/17