



SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS
New Course Request

USD	Beacom School of Business / Economics and Decision Sciences
Institution	Division/Department
<i>Elizabeth M. Freeburg</i>	11/16/2017
Institutional Approval Signature	Date

Section 1. Course Title and Description

Prefix & No.	Course Title	Credits
DSCI 501	Marketing and Operations Fundamentals	3

Course Description

Clarifies basic operations management by exploring analytics-based, decision-making models in production, planning, decision theory, project management and operations control methods. Additionally, links operations to marketing, spanning the entire spectrum of goods production from supply chain management to customer relationship management. Includes marketing decision making for products, pricing, distribution, and promotion.

Pre-requisites or Co-requisites (add lines as needed) N/A

Registration Restrictions N/A

Section 2. Review of Course

2.1. Was the course first offered as an experimental course?

Yes (*if yes, provide the course information below*) No

2.2. Will this be a unique or common course?

Unique Course

Prefix & No.	Course Title	Credits
BADM 525	Production and Operations Management	3
BADM 571	Marketing Management	3

Provide explanation of differences between proposed course and existing system catalog courses below:

DSCI 501 differs from BADM 525 and BADM 571 by its analytics focus, and in covering the entire range from acquiring raw materials or components to delivering products or services to customers or clients. BADM 525 covers the former, and BADM 571 the latter.

Section 3. Other Course Information

3.1. Are there instructional staffing impacts?

Yes. Specify below: DSCI 501 is an additional course which will require additional staffing (either adjunct, summer pay or overload).

3.2. Existing program(s) in which course will be offered: Master of Science in Business Analytics

3.3. Proposed instructional method by university: D Discussion/Recitation

3.4. Proposed delivery method by university: 001 Face-to-face Term Based Instruction

3.5. Term change will be effective (enter catalog year): Summer 2018

3.6. Can students repeat the course for additional credit?

Yes, total credit limit: _____ No

3.7. Will grade for this course be limited to S/U (pass/fail)?

Yes No

3.8. Will section enrollment be capped?

Yes, max per section: 30 No

3.9. Will this course equate (i.e., be considered the same course for degree completion) with any other unique or common courses in the common course system database in Colleague and the [Course Inventory Report](#)?

Yes No

3.10. Is this prefix approved for your university?

Yes No

Section 4. Department and Course Codes (Completed by University Academic Affairs)

4.1. University Department Code: UECDS

4.2. Proposed [CIP Code](#): 52.0299 Business Administration, Management and Operations, Other.

Is this a new CIP code for the university? Yes No