



SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS
Substantive Program Modification Form

| | |
|--------------------------------|--|
| UNIVERSITY: | University of South Dakota |
| CURRENT PROGRAM TITLE: | Operational Analytics, B.B.A. [UBBA.OPA] |
| CIP CODE: | 52.1399 |
| UNIVERSITY DEPARTMENT: | Economics and Decision Sciences Division |
| BANNER DEPARTMENT CODE: | UEDS |
| UNIVERSITY DIVISION: | Beacom School of Business |
| BANNER DIVISION CODE: | 2B |

University Approval

To the Board of Regents and the Executive Director: I certify that I have read this proposal, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.

Elizabeth M. Freeburg

Vice President of Academic Affairs or
 President of the University

12/7/2020

Date

1. This modification addresses a change in (place an "X" in the appropriate box):

- | | |
|---|---|
| <input type="checkbox"/> Total credits required within the discipline | <input checked="" type="checkbox"/> Total credits of supportive course work |
| <input type="checkbox"/> Total credits of elective course work | <input checked="" type="checkbox"/> Total credits required for program |
| <input type="checkbox"/> Program name | <input type="checkbox"/> Existing specialization |
| <input type="checkbox"/> CIP Code | <input type="checkbox"/> Other (explain below) |

2. Effective date of change: 8/1/2021

3. Program Degree Level (place an "X" in the appropriate box):

Associate Bachelor's Master's Doctoral

4. Category (place an "X" in the appropriate box):

Certificate Specialization Minor Major

5. If a name change is proposed, the change will occur (place an "X" in the appropriate box):

- On the effective date for all students
- On the effective date for students new to the program (enrolled students will graduate from existing program)

Proposed new name:

Reminder: Name changes may require updating related articulation agreements, site approvals, etc.

6. Primary Aspects of the Modification (add lines or adjust cell size as needed):

Existing Curriculum

Proposed Curriculum (highlight changes)

Operational Analytics, B.B.A.

N/A

| Pref. | Num. | Title | Cr. Hrs. |
|---|------|---|--------------|
| Operational Analytics, B.B.A. Program Requirements: | | | |
| Pre-Major Business Core: | | | |
| ACCT | 210 | Principles of Accounting I | 3 |
| ACCT | 211 | Principles of Accounting II | 3 |
| BADM | 101 | Survey of Business | 3 |
| BADM | 220 | Business Statistics | 3 |
| ECON | 201 | Principles of Microeconomics [SGR #3] (Used in partial satisfaction of SGR #3) | 3 |
| ECON | 202 | Principles of Macroeconomics [SGR #3] | 3 |
| MATH | 121 | Survey of Calculus [SGR #5]; prerequisite of MATH 102, MATH 115, MATH 120, or placement | 4-9 |
| MATH | 123 | MATH 123 - Calculus I [SGR #5]; prerequisite MATH 115, MATH 120, or placement | |
| Pre-Major Business Core Subtotal: | | | 22-27 |
| Operational Analytics, B.B.A. Required Core Courses: | | | |
| BADM | 310 | Business Finance | 3 |
| BADM | 321 | Business Statistics II | 3 |
| BADM | 323 | Infor. Systems for Business Professionals | 3 |
| BADM | 350 | Legal Environment of Business | 3 |
| BADM | 369 | Organizational Behavior & Theory | 3 |
| BADM | 370 | Marketing | 3 |
| BADM | 425 | Production/Operations Management | 3 |
| BADM | 482 | Business Policy and Strategy | 3 |
| DSCI | 426 | Lean Management | 3 |
| DSCI | 427 | Supply Chain Management | 3 |
| DSCI | 428 | Prescriptive Business Analytics | 3 |
| DSCI | 429 | Predictive Business Analytics | 3 |
| DSCI | 430 | Applied Operational Analytics | 3 |
| DSCI | 441 | Project Management | 3 |
| School of Business Elective | | | 3 |
| Choose one of the following nine courses: | | | |
| ECON | 301 | Intermediate Microeconomics | 3 |
| ECON | 302 | Intermediate Macroeconomics | |
| ECON | 330 | Money and Banking | |
| ECON | 421 | Econometrics | |
| ECON | 433 | Public Finance | |
| ECON | 441 | International Trade | |
| ECON | 445 | International Macroeconomics | |
| ECON | 451 | Economics for Managers | |
| ECON | 482 | Labor Economics | |
| Additional Requirements: Students must also complete enough Advanced Electives to achieve a minimum of 60 credits at the 300/400 level. Most majors must complete 12 credits of Advanced Electives to meet this minimum. | | | |
| Operational Analytics, B.B.A., Subtotal: | | | 48 |
| Total number of hours required for major | | | 70-75 |
| Total number of hours required for degree | | | 120 |

| Pref. | Num. | Title | Cr. Hrs. |
|--|------|---|--------------|
| Operational Analytics, B.B.A. Program Requirements: | | | |
| Pre-Major Business Core: | | | |
| ACCT | 210 | Principles of Accounting I | 3 |
| ACCT | 211 | Principles of Accounting II | 3 |
| BADM | 101 | Survey of Business | 3 |
| BADM | 220 | Business Statistics | 3 |
| ECON | 201 | Principles of Microeconomics [SGR #3] (Used in partial satisfaction of SGR #3) | 3 |
| ECON | 202 | Principles of Macroeconomics [SGR #3] | 3 |
| MATH | 121 | Survey of Calculus [SGR #5]; prerequisite of MATH 102, MATH 115, MATH 120, or placement | 4-9 |
| MATH | 123 | MATH 123 - Calculus I [SGR #5]; prerequisite MATH 115, MATH 120, or placement | |
| CMST | 210 | Interpersonal Comm/Professionals | 3 |
| Pre-Major Business Core Subtotal: | | | 25-30 |
| Operational Analytics, B.B.A. Required Core Courses: | | | |
| BADM | 310 | Business Finance | 3 |
| BADM | 321 | Business Statistics II | 3 |
| BADM | 323 | Infor. Systems for Business Professionals | 3 |
| BADM | 350 | Legal Environment of Business | 3 |
| BADM | 369 | Organizational Behavior & Theory | 3 |
| BADM | 370 | Marketing | 3 |
| BADM | 425 | Production/Operations Management | 3 |
| BADM | 482 | Business Policy and Strategy | 3 |
| DSCI | 426 | Lean Management | 3 |
| DSCI | 427 | Supply Chain Management | 3 |
| DSCI | 428 | Prescriptive Business Analytics | 3 |
| DSCI | 429 | Predictive Business Analytics | 3 |
| DSCI | 430 | Applied Operational Analytics | 3 |
| DSCI | 441 | Project Management | 3 |
| PHIL | 322 | Ethics and Corporate Social Responsibility in Business | 3 |
| School of Business Elective | | | 3 |
| Choose one of the following nine courses: | | | |
| ECON | 301 | Intermediate Microeconomics | 3 |
| ECON | 302 | Intermediate Macroeconomics | |
| ECON | 330 | Money and Banking | |
| ECON | 421 | Econometrics | |
| ECON | 433 | Public Finance | |
| ECON | 441 | International Trade | |
| ECON | 445 | International Macroeconomics | |
| ECON | 451 | Economics for Managers | |
| ECON | 482 | Labor Economics | |
| Additional Requirements: Students must also complete enough Advanced Electives to achieve a minimum of 60 credits at the 300/400 level. Most majors must complete 9 credits of Advanced Electives to meet this minimum. | | | |
| Operational Analytics, B.B.A., Subtotal: | | | 51 |
| Total number of hours required for major | | | 76-81 |
| Total number of hours required for degree | | | 120 |

7. Explanation of the Change:

We are proposing the addition of two new, required courses for all business majors.

CMST 210 Interpersonal Communication for Professionals will address the lack of communication skills evolving from today's digital world. Students have grown up in an electronic world and often lack the interpersonal professional communication skills required in business. Communication is listed as one of the most important skills required in many jobs. Feedback from business leaders indicates it is also one of the hardest to find. This course, which includes both written and verbal interpersonal communication skills, will address this important area of need.

PHIL 322 Ethics and Corporate Social Responsibility in Business will address the ongoing need for ethical business leaders. News reports continue to highlight unethical business practices. Hyper-competitive business practices push leaders to compromise legal and ethical standards in an attempt to produce the profits required to satisfy shareholders. At the same time, the public is demanding more accountability from businesses as part of our larger society. This course will provide students with a solid ethical foundation to combat these pressures and maintain their standards.