

Contact: Rachel Boon

**REQUEST FOR NEW PROGRAM AT THE UNIVERSITY OF IOWA: MASTER OF SCIENCE
IN BUSINESS ANALYTICS (ONLINE PROGRAM)**

Action Requested: Consider approval of the request by the University of Iowa for a Master of Science in Business Analytics (online program) in the Tippie College of Business.

The Council of Provosts and Board office support approval of this program.

Description of proposed program. The proposed program is an online expansion of the existing part-time, flexible Master of Science in Business Analytics (MSBA) professional program that has been offered since 2015 in Cedar Rapids, Des Moines and Davenport.

Given that adult learners increasingly demand flexibility in learning options, a model that accommodates in-person and online choices maximizes the potential reach of the MSBA program and optimizes choice and flexibility for students.

The digital revolution empowered by the internet and computer technology in business and individual life during the last several decades has generated unimaginable amounts of data in the form of digital records stored in databases and file servers. The volume, velocity and variety of these data have produced a new set of problems and challenges for businesses and organization in their pursuit of competitiveness, effectiveness and efficiency. Businesses and organizations that can master this volume of data will have a tremendous competitive advantage over their competition in the marketplace.

The MSBA program requires 30 semester hours, which includes five core courses, a capstone analytics experience course, and 12 semester hours of electives. Full curricular details for the current MSBA program are available in the University of Iowa general catalog. The program would now like to offer a completely online MSBA option for students to have flexibility in course selection, location and pace.

Academic objectives. The program learning goals that have been developed for accreditation by the Association to Advance Collegiate Schools of Business (AACSB) are:

Program Goal 1: Graduates will exhibit knowledge and skills relevant to data and its applications in business.

Program Goal 2: Graduates will create and communicate solutions to data-related business problems that impact their organizations and communities.

Program Goal 3: Graduates will understand and explore ethical and privacy issues related to the use of data in the modern world.

Program Goal 4: Graduates will demonstrate ability to be effective team members in a diverse and complex world.

Need for program. There is a strong demand at the regional and national level for graduate degrees in analytics. With the Tippie College of Business reputation as a leading educator of analytics students, coupled with the demand from students and employers, conditions support the expansion of the MSBA program to the online space.

Relationship to existing programs at the institution. The proposal to add a completely online delivery modality to the in-person MSBA program is not in conflict with, or a duplicate of, any

programs at the University of Iowa. It extends the reach of the MSBA program beyond the three current physical sites.

Relationship to existing programs at other colleges and universities. Drake University offers a Master of Science in Business Analytics online that is a 30 semester hours program. Additionally, they offer a new Master of Science in Health Informatics and Analytics. Loras College offers a 30 semester hours Master of Science in Applied Analytics. This program blends online and in-person delivery geared toward working professionals who are able to take some course work in the Dubuque area.

Iowa State's MSBA program is an asynchronous 30 semester hours program completed over 15-21 months. Additionally, they recently launched a Master of Healthcare Analytics and Operations online.

The key differences of the SUI MSBA professional program include:

- The proposed program has a synchronous section as part of SUI's commitment to deliver an online program with live class sessions.
- Maximum flexibility – working professionals can select the courses, modality and pace that is convenient to them based on their goals, learning style and desired work-life-school balance. Students may begin in fall, spring or summer and can take courses either online or in-person.

A Memorandum of Cooperation established at the creation of the Iowa State University and University of Iowa's programs in 2015 allowed students to take up to 9 semester hours of approved credit from the other program. This arrangement resulted in few enrollments. The memorandum was not renewed after the initial five-year period ended.

Resources to establish a high-quality program. In light of the Tippie College of Business' (TCOB) rising prominence as a destination for business analytics, the addition of an online learning center to the MSBA professional program presents a unique opportunity to capitalize on our growing international reputation.

In 2021, the Department of Business Analytics at the TCOB was awarded the UPS George D. Smith Prize by the Institute for Operations Research and the Management Sciences (INFORMS), the largest international association of analytics and operations research professionals. The prize singled out the University of Iowa as the leading university in the world for excellence in preparing students to practice in the area of business analytics. Winning this prize solidifies the college's reputation as an elite institution.

TCOB has the personnel, facilities and equipment to maintain a world-class program with an online expansion. The instructors have extensive experience in teaching and supporting working professionals. In Fall 2019 an administrative restructure allowed for a streamlining between MSBA and MBA functions (recruiting, admissions, advising, and career services). The Department of Business Analytics will continue to assign tenure and tenure-track faculty to graduate business courses within the AACSB standards.

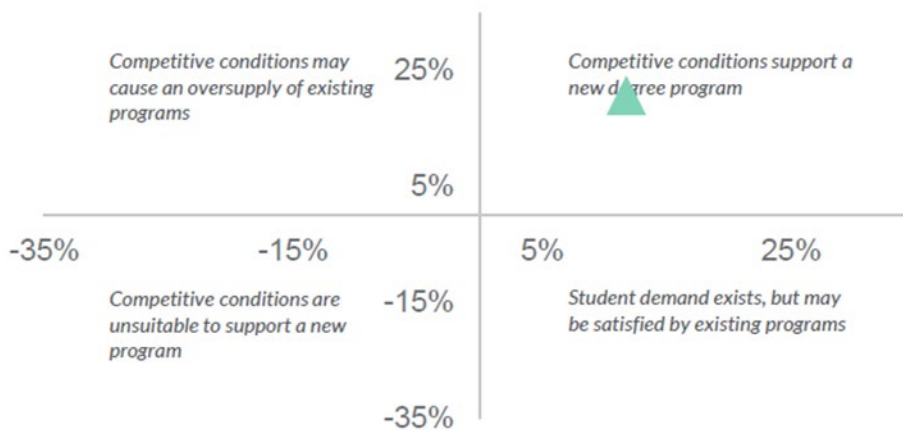
Depending on admission and enrollment numbers additional faculty may be required. Additional faculty hires will be funded through increased tuition revenue. We intend to open first to current MBA students, then admit based on capacity to ensure we can meet demand.

Online courses are developed by tenured, tenure-track, and instructional track faculty in conjunction with instructional designers in the Distance and Online Education office, who are specialists in best practices for the online learner.

Student demand. Business analytics-related master’s conferral trends suggest strong student demand at the regional and national levels. Regional market saturation trends reiterate strong viability, with both student and program volume increasing rapidly over the past five years.

REGIONAL MARKET SATURATION

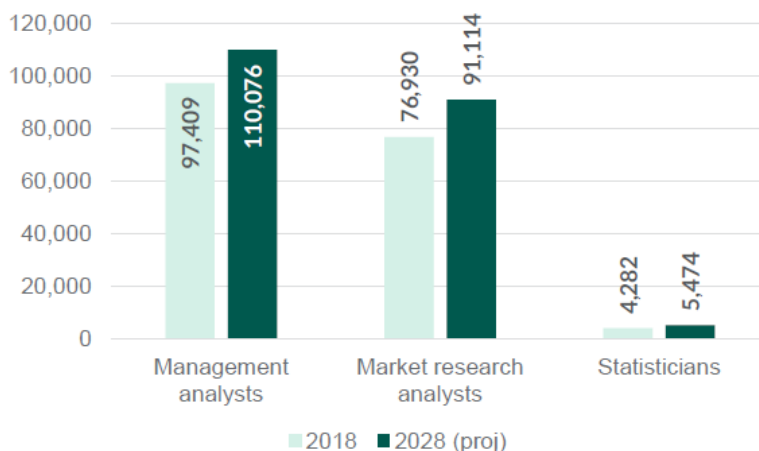
Within the region, do competitive conditions support an additional program?



Workforce need/demand. Labor market trends show continued demand for business analytics postgraduate programs. Ten-year labor projections show strong employer demand across different geographic levels for related occupations. Projected employment growth for these roles in Iowa regionally, and nationally is approximately two to four times higher for projected employment than for all other occupations.

REGIONAL LABOR MARKET

Aggregate projected employment growth by geographic level



LABOR MARKET – ALL GEOGRAPHIES

Aggregate projected employment growth by geographic level

	Iowa	Region	National
Estimated Employment (2018)	9,000	178,621	1,657,100
Projected Employment (2028)	10,480	206,664	1,896,100
Employment Growth, Observed Occupations	16.4%	15.7%	14.4%
Employment Growth, All Occupations	7.2%	3.9%	3.7%

Source: Projections Central, JobsEQ

Note: For purposes of this analysis, region includes Iowa, Minnesota, Missouri, Nebraska, Illinois and Wisconsin. Due to data update schedules, national occupational projections refer to the period 2019 to 2029.

Funding and Cost. The expansion to online would not require investments in fixed expenses such as facility renovations. Given the model of online teaching developed by Tippie, with a course author able to hand the online content over to another instructor, the ability to scale up to meet demand is possible.

The program is designed to be self-sustaining within TCOB. Tuition revenue will support the cost of faculty and future online course development. Estimated enrollments could be absorbed by current staffing levels. Salaries for staff supporting the program’s operation and its faculty director are already covered by current MSBA and MBA students.

Projected student enrollment. The program admits graduate level students.

	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5
Majors	40	45	50	55	60
Non-Majors	10	10	10	10	10

Accreditation. The MSBA program is accredited through AACSB; the expansion to include an online learning center would be covered by the current accreditation standards. The online MSBA program will be evaluated in the same manner as the current MSBA program, i.e., using AACSB Assurance of Learning metrics, ACE evaluations, and student enrollment levels and trends.

Given the SUI is approved to offer distance education courses and programs by the HLC, no additional approval is required. HLC will be notified of this additional delivery modality for the MSBA.

Evaluation plan. The program will be part of the standard SUI evaluation processes.

Date of implementation. Fall 2022.

Letters of Support

IOWA STATE
UNIVERSITY

Ivy College of Business

Robert H. Cox Dean's Suite
2200 Gerdin Business Building
2167 Union Drive
Ames, Iowa 50011-2027
515 294-2422
FAX 515 294-6060
www.ivybusiness.iastate.edu

October, 26, 2021

Amy Kristof-Brown, Dean
Henry B. Tippie College of Business
University of Iowa

Dear Amy,

I am writing to offer our support for your online Business Analytics part-time program. Business analytics continues to be an area of strong growth and I understand the desire to meet student demand by offering a variety of delivery modalities, including a fully online degree.

I wish you the best outcomes for this new initiative.

Sincerely,



David P. Spalding
Raisbeck Endowed Dean



Office of the Dean

10/12/2021

Dr. Amy Kristof-Brown
Henry B. Tippie Dean
University of Iowa
108 Pappajohn Business Building, Suite C 120
Iowa City, IA 52242-1994

Dear Amy,

I offer my full support for your proposed online delivery of your existing Master of Science in Business Analytics part-time program. It is clear that students want more flexibility in their curriculum options. By providing the same curriculum and completion requirements as your face-to-face and hybrid programs, a wider range of students will have access to your quality business analytics master's program.

I wish you and the Tippie College of Business the best as you continue to blaze an exciting trail for graduate programs.

Sincerely,

A handwritten signature in blue ink that reads "Leslie K. Wilson". The signature is fluid and cursive.

Leslie K. Wilson, Ph.D.
College of Business Dean
