Information Systems and Operations Management Department
Dolan School of Business
Meeting Minutes on May 1, 2014 at 4:30 – 5:30 p.m.

Present: James He (Chair), Gerry Campbell, Chris Huntley, Patrick Lee, Yasin Ozcelik, a Vishnu Vinekar

James He (Chair): The department has worked since October 2013 on the new Master Science in Business Analytics (MSBA) Proposal, with two major revisions on December 2013 and April 30, 2014 and with inputs from the faculty not only in the Dolan School Business but also in the College of Arts & Science and the School of Engineering.

**Motion** (James He, Yasin Ozcelik):
*To prove the new Master of Science in Business Analytics Proposal*

**Motion passed unanimously**
Graduate Curriculum Committee
Minutes- Tuesday, May 6, 2014
DSB 1109A@ 3:00pm
Attendees: Carl Scheraga, Mousumi Godbole, Vishnu Vinekar, Pat Poli, Clement Zhang, Mark Ligas, Don Gibson
Invited Guests: James He
Regrets: Mousumi Bhattacharya

1. Review/Approve Minutes 4/3/2014
The GCC Committee reviewed Minutes taken from the 4/3/14 meeting.

Pat Poli motioned for approval.
Vishnu Vinekar 2nd the motion.

A minor change to the wording on page 2 was made as follows:
A “virtual” environment has been set up online for the students and everyone will have the same access to a “hosted” service.

All were in favor of the changes.
The Minutes were unanimously approved.

2. Discussions/Approval of the Proposal for MS Business Analytics
Dean Gibson emailed the GCC members the proposal for the Master of Science in Business Analytics (attached) prior to the May 6th GCC Meeting for their review. This proposal was submitted to the Dean by the Information Systems/Operations Management Department.
Carl Scheraga asked James He, Chair of the Information Systems Department, to give a brief overview on the importance of the new program, Master of Science in Business Analytics. James He spoke about why it is relevant to the IS department as well as the demand for business analytics professionals in the marketplace. He also spoke how unique our face-to-face program will be, comparing it to Quinnipiac University which currently has an online program. Mark Ligas briefly spoke about the market research that was conducted and the need for MS in Business Analytics Program. He has worked the IS/OM department and with Institutional Research to conduct a survey that was sent out to over 19,000 participants. The results of the survey that ran from the month of April through the 1st week of May were provided in a handout (see attached).
Carl Scheraga opened the floor to questions from the GCC members.
A few questions were raised/clarified with regard to budgets, full-time vs part-time program, courses, enrollment numbers, business advisements, Advisory Council views, etc.
James He also indicated that the MS in Business Analytics might be eligible for “STEM” designation (Science, Technology, Engineering and Math). If so, international students would be eligible for an additional 17 month extension of With all questions addressed, Carl Scheraga made the motion for the GCC to approve the MS in Business Analytics program.
Vishnu Vinekar motioned for approval.
Pat Poli 2nd the motion.
MSBA Program proposal passed unanimously.

Mark Ligas will submit the proposal to Karen Craig to be added to the agenda for the DSB Faculty meeting to be held on May 14, 2014.

*Meeting adjourned at 3:45pm.*
DSB Full Faculty Meeting
Meeting Notes
May 14, 2014

1. **Upcoming dates:**
   a. DSB Faculty Retreat, Weds.-Thurs. 5/14/14, 3:30 to 8:30 p.m./ 5/15/14, 9:00 to 2:00 p.m. Faculty attendance required
   b. Reception for Graduating Seniors, 5/17/14, 2:30 to 3:30 p.m., Quick Center

2. **Review of April 9, 2014 Meeting Notes**
   A motion to approve the April 9, 2014 meeting notes was made by Professor Paul Caster and Professor Carl Scheraga seconded the motion. The motion carried unanimously with one abstention.

3. **Dean's Report**
   a. Dean Gibson thanked the faculty for getting all grades in on time. Don also thanked the faculty in advance for attending the Graduating Student Reception for graduate students.
   b. Dean Gibson announced that the Excellence in Teaching Award was awarded to Professor Michael Coyne and the Best Research Paper Award was awarded to Professor Debra Strauss. The presentations were made at the annual Student and Faculty Recognition Ceremony.
   c. Dean Gibson announced that the Faculty Summer Research Grants for 2014 are awarded to Professor Katya Bardos, Professor Ahmed Ebrahim, Professor Mousumi Godbole, Professor James He, Professor Vishnu Vinekar, Professor Ying Zhang and Professor Mukesh Sud.
   d. Dean Gibson reported that the undergraduate enrollments are strong for the fall semester. DSB applications are up 11%. The DSB has 409 confirmed students for fall with 1,092 confirmed freshmen overall.

4. **Associate Dean's Report**
   Mark Ligas reported the following:
   **Assessment:**
   - Mark thanked all for using Blackboard to upload their reports. Mark will send out a brief email to all faculty regarding AIR reports.

5. **Assistant Dean’s Report**
   - Dawn DeBiase thanked the faculty for their timely response to all her calls and emails.
6. General Faculty Announcements
   • Professor David Schmidt announced that Applied Ethics awarded six Applied Research Stipends. Professor Cheryl Tromley was one of the recipients.

7. New Business
   a. Motion to propose a new degree program, Master of Science in Business Analytics (Graduate Curriculum Committee: C. Scheraga, M. Ligas)
   Mark Ligas gave an overview of the proposal for a new degree program, Master of Science in Business Analytics approved by the ISOM Department and the Graduate Curriculum Committee. James He and the ISOM department have been working over the past months. A market demand study was conducted and provided support for a new program. Carl Scheraga spearheaded the proposal at the GCC level.

   Professor James He, seconded by Professor Bruce Bradford
   **Motion: to approve the proposed new degree program, Master of Science in Business Analytics.**

   Professor James He, Chair of the ISOM Department, gave a brief overview on the importance of the new program. James He spoke about why it is relevant to the IS department as the demand for business analytics professionals in the marketplace. James also discussed the background for developing the new program.

   Dean Gibson opened the floor for discussion.

   Joan Van Hise questioned that two of the 400 level courses are counted as required courses. Joan thought this was a pre-requisite in other graduate courses.

   Cathy Giapponi questioned why one of the target groups is international students in China and India.

   James He stated that market studies suggest there is strong demand from Chinese students for quantitative degrees. Mark Ligas stated that the MS in Business Analytics might be eligible for “STEM” designation (Science, Technology, Engineering and Math) for immigration visa purposes. If so, international students would be eligible for an additional 17 month extension, which could be a strong selling point for this program.

   Joan Van Hise stated that she is concerned about the number of electives vs. electives in other graduate programs.

   Mark Ligas stated that this strategy would help with State approval.
Dean Gibson noted that James He worked with the ISOM department and with Institutional Research to conduct a survey that was sent out to over 19,000 participants. IR used the contacts from GRE lists, alumni and International.

Joan Van Hise asked what the prerequisites for taking the advanced courses are. James He stated the prerequisites are QA400 and OM500

With no further discussion, Dean Gibson called for the vote.

**The motion carried unanimously.**

Dean Gibson thanked the ISOM for a great job on putting together the proposal.

A motion was made by Professor Paul Caster and seconded by Professor Poli to adjourn at 5:00 p.m. The motion was unanimous.
Present: SVPAA Babington; Dean Kazer; Professors: Biselli, Gannett, Bilias Lolis, Zhang, Mager, Peduti, Rosivach, Scheraga, Garcia Iommi
Regrets: Dean Gibson

The meeting was called to order at 3:30pm by outgoing Chair Cathy Giapponi. Professor Giapponi informed members that the first item of business was to elect a new committee chair. Nominations were put on the floor. Professor Mager nominated Professor Scheraga. The nomination was seconded by Professor Zhang. Committee members unanimously and enthusiastically elected Professor Scheraga to chair the committee for the 2014-2015 academic year.

Professor Giapponi further informed committee members that the portfolio review template development conducted last year by subcommittee members Giapponni, Bilias Lolis, and Harriott needs ongoing review especially with respect to defining “program” and fleshing out the metrics. The committee thanked Professor Giapponi for her work in her role as chair.

Newly appointed Chair Scheraga suggested that the meeting begin with an introduction of members. The committee welcomed new members Professors Peditu, Rosivach, Garcia-Iommi, and Dean Gibson.

Chair Scheraga made a motion for the committee to consider the MS in Business Analytics proposal due to the time-sensitive need to move the proposal forward. The motion was accepted by Dean Kazer and seconded by Professor Mager. All members voted in favor of its consideration.

Professor James He (Chair, Information Technology Department) joined the meeting to present an overview of the proposal, detail internal and external program demand, and answer questions. Professor Xe explained that managing and analyzing big databases is a vastly growing need in the field of business and offers an exploding market. Professor He further shared that the IT department needs to offer a degree in business analytics in order to be competitive among market peer institutions (i.e. Quinnipiac, and Fordham all offer a graduate degree in Business Analytics). Professor Scheraga added that there is a growing trend in business companies looking to hire MS level specialists as opposed to more broad-based MBA degrees, making this type of program current and relevant.

Professor He also noted that the MS in Business Analytics is most suitably be housed in the IT department. This program will seek candidates with requisite skills in statistical analysis, information science analysis, and business intelligence. Hence, the MS Business Analytics program includes both business analytics as well as the knowledge of information technology. One half of the courses for this degree will overlap with current MBA courses.
currently offered. There will only be a few new courses targeting IT skills developed for this program. The recruitment of students will begin with our own current students and graduates looking to expand their skills and supplement their training on the computer and/or business end of the degree. Professor He added that financial companies are more and more interested in conducting risk management of finances and that many students are demanding risk management as they go into their careers – thus there is a market for these skills. He further shared that the initial market research offered positive preliminary findings. Professor He further informed the committee that he recently attended a school of business advisory board meeting in NYC with Dean Gibson that consisted of mostly CEOs (15 or 20). Professor He shared that when board members were told about this prospective degree one CEO remarked, "Give us as many as you can graduate."

Professor He also added that the DSB currently has a new hire line and is seeking an assistant professor trained in analytics and computer science with nontraditional data analysis skills to supplement the computer science aspect of the degree. He further noted that several current faculty members are good fits for the business side of the program.

Professor Rosivach asked Professor He about the type of candidate the program is planning to develop—(i.e. whether he/she will be a 'number crunker' or someone who can speak to a 'number crunker'.) Professor He responded that the program tailors itself to student demographics and individual preferences. It only seeks candidates who meet the minimum requirements for business analysis and computer background for admission. Chair Scheraga added that the program hopes to produce individuals with skills in information interpretation especially given it is not humanly possible to analyze databases containing hundreds of thousands of data points. The computer aspect thus plays a pivotal role in the analysis.

Dean Kazer asked if the program anticipates any challenges in finding the ideal candidate to fill the faculty line and also inquired about whether current faculty would be able to run the program in the case the search failed. Professor He answered that they do not think they will have difficulty securing an appropriate hire, preferably someone with a PhD in Computer Science. He further shared that the program faculty could run the program without a new hire but given that they want to run the highest quality program they could only do so in that capacity for the short term only.

Professor Zhang asked about the rationale in the program containing only one elective. Professor He explained that the program intentionally limits electives because of the degree of specialization provided as well as enrollment and faculty resources considerations.

Chair Scheraga added that Professor He has had feelers from the Mathematics and Engineering departments expressing the wish to partner in this area but that the primary focus is to first get the program launched and running. Marketing is the only outside elective because it is closely related to what companies need.

Professor Biselli asked if prospective students would have opportunities to access big data while in the program, especially since big data is protected. Professor He answered that
DSB subscribes to large databases such as Compustat and that students can use all that the school has in its collection.

Professor Peduti asked for clarification about the type of market we are trying to carve out for ourselves with respect to our local competitors. Professor He answered that Quinnipiac is an online program only and that students are not generally happy with taking technical classes in an online format. The proposed program will try some online courses but the majority of the courses will be inside the classroom. He further added that UCONN has an MBA specialization which takes two years to complete and is very technically oriented; our prospective program can be completed in 12 -15 months. Further, the MS is a specialty area and not generalized like MBA. With respect to Fordham, Professor He added that we do not compete with their graduate students - individuals working in NY tend to attend Fordham - therefore geographical location plays a big role in selection and can work to our advantage.

Professor Gannett questioned how a tightly constructed program (i.e. one with only one elective) could meet the needs of such a wide range of student backgrounds. Professor He stated that program isn’t geared to develop the same set of skills for every candidate; it seeks the basic requirements and then will diversify based on preference and interest.

Professor Mager asked if some of the introductory material needed for this degree is provided at the undergraduate program level. Professor He answered that yes (in the Business Analytics course specifically as well as more generally in all other courses). The hope is then to recruit undergraduate students once they are able, just like the MS in accounting (2/3 of the student pool is external and 1/3 is internal).

Professor Garcia Iommi asked if this program would overstretch faculty given that there are four new courses. More specifically, she asked if faculty would be able to teach undergraduates and also teach in this program as well. Professor He answered that there is still possibility to replace one retiree (Winston Tellis), in addition to filling the new line, if need arises. He further remarked that the DSB is really stretched by its 40% of all undergraduate students and that in Spring 2015 all faculty will have to teach an overload.

SVPAA Babington noted that there are currently two new faculty hires in the DSB as well two new faculty searches in SOB. She further added that DSB might need to reconsider internally who teaches core courses for undergraduates.

Professor Gannett noted that big data is becoming important in any school and not exclusive to business. She questioned what kind of consortium we can build from this given its wide reach. Specifically, what can the institution do to sponsor big data and in partnership with other schools?

Professor Rosivach asked about the program’s plan for its built-in review (i.e. after X number years). Professor He noted that a program review would be conducted after five years.

Professor Lolis questioned whether the trend in seeking MS specialist business degrees, like this projected degree, will be an enduring one. Professor Scheraga stated that he
projects MBAs to work side by side with MS level specialists in most big business institutions. SVPAA Babington added that big data is here and alive and that the skills developed through this program will remain in demand going forward.

Professor Gannett discussed the possibility to cross-list courses with other schools in the future especially given the relevance of the skills developed across departments and schools. Professor Zhang added that the Mathematics department gives students cross-listed electives in an effort to provide students with diverse options. Professor He responded that too many “soft” electives in this type of program may compromise the strength and integrity of the program.

The committee thanked Professor He for his time.

Professor Mager motioned to approve the program and professor Zhang seconded the motion.

Dean Kazer spoke in favor of the motion noting that local competition is not an issue and adding that its synergistic properties could be a model for other like programs. She further shared about the attractiveness of careers in business analytics was recently highlighted in an article she read in the Harvard Business Review.

Professor Rosivach discussed finding the lack of outcomes in the proposal problematic since it offers little beyond the outcome of trying to recruit students and generate revenue. He further recommended that there be an adjustment made to the proposal to better detail student outcomes. He concluded that the program is not an expensive program to launch and try but in doing so to be sure to pursue its review in five years.

Professor Peduti spoke in favor of the motion. He indicated that the proposal reads well, responds to a need, has its own niche, and sounds like a viable program to satisfy a strong demand.

Professor Garcia Iommi agreed with all others and added that the program has some overlap with the MA in public administration.

Professor Zhang also spoke in favor of the motion as it had both a market and resources attached to it.

Professor Lolis spoke in favor of the motion adding that it would prudent to adopt as it would continue to validate our school in providing cutting edge programs and preparing students for viable careers in the business field.

Professor Gannett also spoke in favor of the proposal stating that the person to person contact and training is a key element and highly ethical. She added that she would love to hear back in a year about its progress.
Chair Scheraga noted that should the program pass, one of his responsibilities would be to speak with Dean Gibson to make sure the outcomes section of the proposal is revised and that a statement about program review is added.

SVPAA Babington called the question.

The proposal passed unanimously.

SVPAA Babington reminded the committee to elect one of its members (chair or other) to sit on the subcommittee of the Board of Trustees. Chair Scheraga stated that he would like to represent this committee on the Board subcommittee. All agreed.

Professor Peduti made a motion to adjourn the meeting. Professor Biselli seconded the motion.

Respectfully submitted,
Evelyn Bilias Lolis, PhD