

AACR 3

Office of the President
June 14, 2011

Members, Board of Trustees:

CHANGE IN DEGREE – GATTON COLLEGE OF BUSINESS
AND ECONOMICS

Recommendation: that the Board of Trustees approve a change in the name of the Bachelor of Business Administration with a major in Decision Science and Information Systems to Bachelor of Business Administration with a major in Analytics (CIP Code: 52.1301, PROG BBA ANLY), effective in the Fall 2011 Semester.

Background: The Decision Science and Information Systems (DSIS) Area within the School of Management seeks to change the name of its undergraduate major to better reflect the training the students receive in the use of computers, software, and data to generate and solve visual, analytical, and judgmental models of decision problems to help make more-informed, fact-based decisions. The DSIS name, and variants of it, were popular academic choices in the 70s and 80s. Today the industry name is Business Analytics or Analytics. Analytics is widely practiced by several Fortune 500 firms with increasing adoption by others. Renaming the DSIS undergraduate major will offer better marketplace recognition and result in a stronger program.

This proposal has the approval of the Undergraduate Council, Senate Council, and University Senate. The provost of the University supports this recommendation.

Action taken: Approved Disapproved Other _____