

Bachelor of Science in Business Analytics

Institution name: University of Central Oklahoma

Official Degree Designation and Program Title: Bachelor of Science in Business Analytics

Location(s) where program will be offered: Edmond, OK campus of UCO and Online

Method of Delivery: Both

Contact Information

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JUSTIFICATION FOR PROGRAM

Description of Proposed Program:

UCO's mission is to help students learn through transformative educational experiences, growing productive, creative, ethical and engaged citizens and leaders. The College of Business, in service to the Oklahoma City metropolitan community, will prepare students to become productive, creative, ethical, and engaged business leaders. The Business Analytics objectives, listed below, focus on solving business problems related to the analysis of business data and decision-making, and speak directly to productivity, creativity, ethics, and engagement of business leaders. These skills are in demand in all levels of business, and these valuable skills will allow our graduates to make a positive impact on commerce in Oklahoma or wherever they are employed.

The proposed Business Analytics program is an evolution of our very successful MS in Business Analytics. That program was initially envisioned about ten years ago and was at the beginning of the curve for a Business Analytics degree. Since that time, many more programs have been created across the country for both graduate and undergraduate degrees.

The existing prefix for all courses, until this academic year, is ISOM, an acronym for Information Systems and Operations Management and all degrees in the department have been under one program. While this will be a new major, and a B.S. instead of a B.B.A, this program will also help in the identity of the department. For the fall of 2024, a new program was approved that separated the Supply Chain major from the umbrella and makes it more obvious what those classes are about (SCM vs ISOM.) We hope that this new degree will also have an identity.

The Business Analytics (BUAN) degree will have the following major objectives. The objectives reflect a modern enterprise perspective, one that fosters collaboration across teams and includes the effective use of data in problem-solving. This trades heavily on College of Business principles to develop productive, creative, ethical, and engaged business leaders.

Business Analytics Objectives:

After graduation, Business Analytics majors will be able to:

1. Identify business opportunities for data-driven solutions.
2. Apply appropriate analytical methods to find solutions to business problems.
3. Develop data-driven solutions to support decision-making in real-world business situations.
4. Articulate analytics results through storytelling and data visualization to different audiences using interpersonal oral and written communication skills.
5. Collaborate in a team to participate in or manage complex data-based business projects.

Employment Demand for Proposed Program:

Business Analytics graduates are in high demand throughout all sectors of business. Jobs upon graduation include but are not limited to Business Intelligence Analyst, Data Analyst, Business Analyst, Data Scientist, Data Analytics Consultant, Operations Analyst, and Marketing Analyst.

The higher-than-average job growth rate for analytics positions is expected to continue for years to come. According to the U.S. Bureau of Labor Statistics, the broader occupational category of operations research analysts (data and business analysts included) is projected to grow 23% from 2022 to 2032, much faster than the average for all occupations.

Employment of management analysts (which includes business analysts) is projected by the Bureau of Labor Statistics to grow 10 percent from 2022 to 2032 which is much faster than the average (Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, Management Analysts, at <https://www.bls.gov/ooh/business-and-financial/management-analysts.htm> (visited June 10, 2024)).

According to the “OSRHE Critical Occupations CIP to SOC List” found at <https://okhighered.org/studies-reports/dashboards/>, the program CIP of 30.7102 corresponds to a top 100 critical occupation for Oklahoma of “Management Analyst.”

Unmet Need for Proposed Program:

The National Center for Education Statistics (NCES) reports that business is the most popular major for undergraduate students in the United States. In 2023, 19.7% of all undergraduate students were enrolled in a business major. The NCES also reports that the number of students enrolled in business majors has been increasing in recent years. Between 2010 and 2023, the number of students enrolled in business majors increased by 17%.

Business students choose specific business majors based on interests, career prospects, salary, and job security. The Bureau of Labor Statistics projects that employment of data scientists and analysts will grow more than 20% from 2022 to 2032 as demand surges for workers who can model, interpret, and analyze the ever-growing amount of data from the expanding digital presence of businesses. This is more than 11 times the average rate of all occupations.

There are a dozen Oklahoma companies listed on the Fortune 1000 list and multiple large private companies that will be requiring employees with business analytics skills now and in the future. This major will also be a STEM designated major and will attract international students to UCO for their undergraduate degree.

The University of Oklahoma has an undergraduate certificate in Business Analytics and Oklahoma State University offers an MIS degree with a Data Science track. This program will offer a STEM-designated B.S. degree in Business Analytics. None of the Oklahoma regional universities offer an undergraduate degree in Business Analytics.