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Proposal for a New Degree Program

I. Information and Rationale

A. Primary Contact Information

Institution: Troy University

Contact: Mary Anne Templeton

Title: Associate Provost and Dean

Email: mtempleton@troy.edu

Telephone: 334-670-3189

B. Program Information

Date of Proposal Submission: 5/31/2024

Award Level: Master's Degree

Award Nomenclature (e.g., BS, MBA): MBA

Field of Study/Program Title: MBA in Analytics

CIP Code (6-digit): 52.1399

C. Administration of the Program

Name of Dean and College: Judson Edwards

Name of Department/Division: Business

Name of Chairperson: Phillip Mixon

D. Implementation Information

Proposed Program Implementation Date: 1/2/2025

Anticipated Date of Approval from Institutional Governing Board: 5/23/2024

Anticipated Date of ACHE Meeting to Vote on Proposal: 9/13/2024

SACSCOC Sub Change Requirement (Notification, Approval, or NA): Notification

Other Considerations for Timing and Approval (e.g., upcoming SACSCOC review):

E. Concise Program Description

The MBA in Analytics is a STEM MBA designed to give students an opportunity to expand their skills in business analytics. This degree is designed for individuals who desire to move into leadership positions within data analytic sectors. The ultimate objective is to produce students who understand not only business processes and practices, but also have strong technical skills in data analytics. This combination will provide them with a unique set of skills to apply in the business sector.



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F. Specific Rationale (Strengths) for the Program

- i. By utilizing existing faculty and coursework, this degree fulfills a need for the state without increasing spending by the institution.
- ii. This MBA differs from the traditional MBA due to the focus on technology and data analytics rather than the traditional business curriculum. It combines those areas for students who wish to expand their skills in order to increase employment opportunities.
- iii. This program is intended to combine analytics with business specific classes
- iv. While the need for graduates with these specific skill sets is great in the state of Alabama, these skills are also needed in the global market. There is a need for such a program for international students as well. With the STEM designation, these students have additional OPT which allows them to work in the US for up to three years.

List external entities (more may be added) that may have supplied letters of support attesting to the program’s strengths and attach letters with the proposal at the end of this document.

- 1. NA

II. Background with Context

A. Student Learning Outcomes

List four (4) to seven (7) of the student learning outcomes of the program.

- i. Students will be to demonstrate the ability to utilize data to make informed decisions in the business environment
- ii. Demonstrate knowledge of interpersonal (i.e., human) and technical business skills (i.e., accounting, finance, data management, marketing, etc.)
- iii. Students will demonstrate the ability to collect, clean, analyze, and interpret data
- iv. Students will be able to present complex data in an understandable manner by using visualization tools

B. Similar Programs at Other Alabama Public Institutions

List programs at other Alabama public institutions of the same degree level and the same (or similar) CIP codes. If no similar programs exist within Alabama, list similar programs offered within the 16 SREB states. If the proposed program duplicates, closely resembles, or is similar to any other offerings in the state, provide justification for any potential duplication.

CIP Code	Degree Title	Institution with Similar Program	Justification for Duplication
30.7102	MS in Business Analytics	The University of Alabama	The program has similarities, but is not an MBA – different service area



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52.1301	MS in Business Analytics	UAH	The program has similarities, but is not an MBA – different service area
30.7102	Data Science	UWA	The program has similarities, but is not an MBA – different service area

C. Relationship to Existing Programs within the Institution

1. Is the proposed program associated with any existing offerings within the institution, including options within current degree programs? **Yes** **No**

Related Degree Program Level	Related Degree Program Title	Explanation of the Relationship Between the Programs
Graduate	MBA	There will be some shared coursework

2. Will this program replace any existing programs or specializations, options, or concentrations? **Yes** **No**

3. Will the program compete with any current internal offerings? **Yes** **No**

The program may draw students from the existing traditional MBA program. However, this one is specific to data analytics, so the competition should be minimal.

D. Collaboration

- Have collaborations with other institutions or external entities been explored? **Yes** **No**

If yes, provide a brief explanation indicating those collaboration plan(s) for the proposed program.

- Have any collaborations within your institution been explored? **Yes** **No**

E. Specialized Accreditation

1. Will this program have any external accreditation requirements in addition to the institution's SACSCOC program requirements? **Yes** **No**

The program falls under existing AACSB accreditation and will be added to the annual survey of programs but will not require further review or notification.

2. Does your institution intend to pursue any other non-required accrediting organizations for the program? **Yes** **No**

If yes, list the name(s) of the organization(s) and the purpose of the pursuit.

If there are plans to pursue non-required external accreditation at a later date, list the name(s) and why the institution is not pursuing them at this time.



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Note: Check **No** to indicate that non-required external accreditation will not be pursued, which requires no explanation.

F. Professional Licensure/Certification

Please explain if professional licensure or industry certification is required for graduates of the proposed program to gain entry-level employment in the occupations selected. Be sure to note which organization(s) grants licensure or certification.

Not Applicable

G. Additional Education/Training

Please explain whether further education/training is required for graduates of the proposed program to gain entry-level employment in the occupations selected.

Not Applicable

H. Admissions

Will this program have any additional admissions requirements beyond the institution’s standard admissions process/policies for this degree level? Yes No

I. Mode of Delivery

Provide the planned delivery format(s) (*i.e.*, in-person, online, hybrid) of the program as defined in policy along with the planned location(s) at which the program will be delivered (*i.e.*, on-campus and/or at specific off-campus instructional site(s)). Please also note whether any program requirements can be completed through competency-based assessment.

This program will be available in-person on the Troy campus.

J. Projected Program Demand (Student Demand)

The chart below shows related programs that would likely feed into the proposed program. Additionally, there is great demand from international students for this type of MBA.

Undergraduate Program	2021-2022 Enrollments	2022-2023 Enrollments
Data Analytics	18	42
Global Business	823	674
GB – Information Systems	45	29
Computer Science	530	568

The data below is provided by Hanover to show the demand for this program.



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Share Your Feedback

Explore Demand for Programs

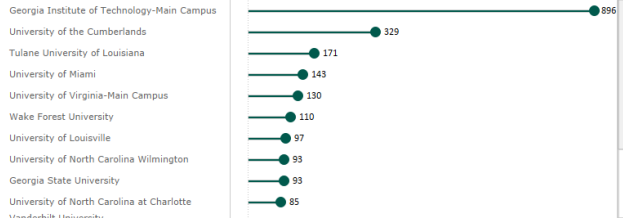


Select a Program
Student Demand
Labor Market
Job Posts
Competition
Recommendations

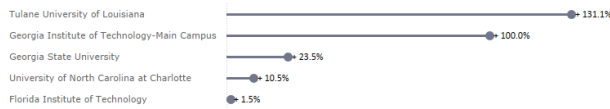
Investigate competitive conditions for **Master's degree** programs in **Management Sciences and Quantitative Methods, Other**. Use the geography and program type filters to identify institutions with the largest and fastest growing programs for this field in a given geographic area. Review the Market Saturation matrix to gauge whether conditions are promising for a new program.

Select Geographic Level: Region
 Select Geography: Southeast (AL, AR, FL, GA, ...)
 Select Program Format: All Programs
 Select Institution: Multiple values

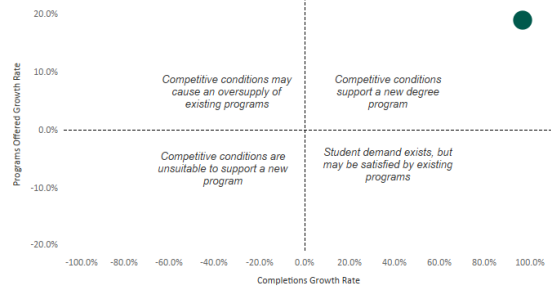
Top Institutions by 2022 Completions Volume



Top Institutions by 2018-2022 Completions Growth



Market Saturation



Competitive market conditions for your selected program are generally favorable, with increasing completions and new program growth.

The Market Saturation matrix above provides a high-level gauge of whether competitive conditions support introduction of a new program. Consideration of additional factors, such as curriculum, specializations, credit hour requirements, and tuition, may provide a fuller picture of program prospects. Please contact your Hanover Research account team for a more detailed assessment of competitive market conditions.

Powered by Chmura/JobEQ



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K. Standard Occupational Code System

Using the federal Standard Occupational Code (SOC) System, indicate the top three occupational codes related to post-graduation employment from the program. A full list of SOCs can be found at <https://www.onetcodeconnector.org/find/family/title#17>.

A list of Alabama's In-Demand Occupations is available at <https://www.ache.edu/index.php/policy-guidance/>.

SOC 1 (required): Business Intelligence Analysts 15-2051

SOC 2 (optional): Management Analysts 13-1111

SOC 3 (optional): Business Intelligence Analysts 15-1199

Briefly describe how the program fulfills a specific industry or employment need for the

COC code 13-1111: Management Analysts is on the 2024 State wide in demand list. There are 700 openings expected in Management Analyst according to the Statewide In Demand Occupations information. According to research conducting by Hanover, the CIP code for this degree is in the "High Growth" category for student demand.



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III. Curriculum Information for Proposed Degree Program

A. Program Completion Requirements: Enter the credit hour value for all applicable components (enter N/A if not applicable).

Curriculum Overview of Proposed Program	
Credit hours required in general education	N/A
Credit hours required in program courses	24
Credit hours in program electives/concentrations/tracks	9
Credit hours in free electives	N/A
Credit hours in required research/thesis	N/A
Total Credit Hours Required for Completion	33

Note: The above credit hours **MUST** match the credit hours in the *Curriculum Components of Proposed Program* table in Section V.G.

B. Maximum number of credits that can be transferred in from another institution and applied to the program:

12 hours

C. Intended program duration in semesters for full-time students:

Four semesters

D. Intended program duration in semesters for part-time students:

Five Semesters

E. Does the program require students to demonstrate industry-validated skills, specifically through an embedded industry-recognized certification, structured [work-based learning](#) with an employer partner, or alignment with nationally recognized industry standards? **Yes** **No**

If yes, explain how these components fit with the required coursework.

F. Does the program include any concentrations? **Yes** **No**

If yes, provide an overview and identify these courses in the *Electives/Concentrations/Tracks* section in the Curriculum Components of Proposed Program Table in Section V.G.



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- G. Please provide all course information as indicated in the following table. Indicate new courses with “Y” in the associated column. If the course includes a required work-based learning component, such as an internship or practicum course, please indicate with a “Y” in the WBL column.

Program Name:	MBA in Analytics			
Program Level:	Masters			
Curriculum Components of Proposed Program				
Course Number	Course Title	Credit Hours	New? (Y)	WBL? (Y)
General Education Courses (Undergraduate Only)				
	NA			
Program Courses				
BUS 6600	SURVEY OF BUSINESS CONCEPTS	3		
ECO 6655	MANAGERIAL ECONOMICS FOR THE GLOBAL MANAGER	3		
FIN 6631	GLOBAL FINANCIAL MANAGEMENT	3		
QM 6640	DATA ANALYSIS FOR GLOBAL MANAGERS	3		
MKT 6661	GLOBAL STRATEGIC MARKETING	3		
BUS 6611	GLOBAL BUSINESS STRATEGY	3		
IS 6660	INTRO TO DATA ANALYTIC STRATEGIES AND APPLICATIONS	3		
ECO 6632	ECONOMETRICS I	3		
Program Electives/Concentrations/Tracks				
ECO 6652	ECONOMETRICS II	3		
FIN 6633	INTERNATIONAL FINANCE	3		
IS 6662	BIG DATA ANALYTICS AND BUSINESS DECISION SUPPORT	3		
ECO 6652	FORECASTING	3		
QM 6641	MANAGEMENT SCIENCE	3		
Research/Thesis				
*Total Credit Hours Required for Completion		33		

*Note: The total credit hours should equal the total credit hours in the Curriculum Overview table (V.B, p. 9).



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IV. Program Resource Requirements

A. Proposed Program Faculty*

Current Faculty and Faculty to Be Hired

Complete the following **New Academic Degree Proposal Faculty Roster** to provide a brief summary and qualifications of current faculty and potential new hires specific to the program.

***Note:** Institutions must maintain and have current as well as additional faculty curriculum vitae available upon ACHE request for as long as the program is active, but CVs are **not** to be submitted with this proposal.

Current Faculty			
1	2	3	4
CURRENT FACULTY NAME (FT, PT)	COURSES TAUGHT including Term, Course Number, Course Title, & Credit Hours (D, UN, UT, G, DU)	ACADEMIC DEGREES and COURSEWORK Relevant to Courses Taught, including Institution and Major; List Specific Graduate Coursework, if needed	OTHER QUALIFICATIONS and COMMENTS Related to Courses Taught and Modality(ies) (IP, OL, HY, OCIS)
PHILLIP MIXON (FT)	ECO (G, UT)	PhD, Economics	
JOHN DOVE (FT)	ECO (G, UT)	PhD, Economics	
GEORGE CROWLEY (FT)	ECO (G, UT)	PhD, Economics	
KWOK TENG (FT)	QM (G, UT); IS (G, UT)	PhD, Business Administration (Management Information Systems)	
BEN LARSON (FT)	QM (G, UT); IS (G, UT)	PhD, Information Systems Management	
CALI DAVIS (FT)	QM (G, UT); IS (G, UT)	PhD, Applied Statistics	
NABID ALAM (FT)	QM (G, UT); IS (G, UT)	PhD, Information Systems	
TAHMINA SULTANA (FT)	QM (G, UT); IS (G, UT)	PhD, Information Systems	
NOAH TRUDEAU (FT)	QM (G, UT); ECO (G, UT)	PhD, Economics	
CHUNG BAEK (FT)	FIN (G, UT)	PhD, Finance	
JOOHAN LEE (FT)	BUS (G, UT); MGT (G, UT)	PhD, Business Administration (Management)	
BRANDON GRIFFIN (FT)	BUS (G, UT); MGT (G, UT)	PhD, Business Administration (Management)	
YING SCHWARTE (FT)	BUS (G, UT); MGT (G, UT)	PhD, Business Administration (Management)	
AYESHA TARIQ (FT)	MKT (G, UT)	PhD, Marketing	
CAN TRINH (FT)	MKT (G, UT)	PhD, Business Administration (Marketing)	
Additional Faculty (To Be Hired)			
1	2	3	4
FACULTY POSITION (FT, PT)	COURSES TO BE TAUGHT including Term, Course Number, Course Title, & Credit Hours (D, UN, UT, G, DU)	ACADEMIC DEGREES and COURSEWORK Relevant to Courses Taught, including Institution and Major; List Specific Graduate Coursework, if needed	OTHER QUALIFICATIONS and COMMENTS Related to Courses Taught and Modality(ies) (IP, OL, HY, OCIS)



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Abbreviations: (FT, PT): Full-Time, Part-Time; (D, UN, UT, G, DU): Developmental, Undergraduate Nontransferable, Undergraduate Transferable, Graduate, Dual: High School Dual Enrollment

Course Modality: (IP, OL, HY, OCIS): In-Person, Online, Hybrid, Off-Campus Instructional Site

Courses Taught/To be Taught – For a substantive change prospectus/application, list the courses *to be taught*, not historical teaching assignments.



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B. All Proposed Program Personnel

Provide all personnel counts for the proposed program.

Employment Status of Program Personnel		Personnel Information		
		Count from Proposed Program Department	Count from Other Departments	Subtotal of Personnel
Current	Full-Time Faculty	14	0	14
	Part-Time Faculty	0	0	0
	Administration	1	0	1
	Support Staff	0	0	0
**New To Be Hired	Full-Time Faculty	0	0	0
	Part-Time Faculty	0	0	0
	Administration	0	0	0
	Support Staff	0	0	0
Personnel Total			15	

****Note: Any new funds** designated for compensation costs (Faculty (FT/PT), Administration, and/or Support Staff to be Hired) **should be included** in the **New Academic Degree Program Business Plan Excel file**. Current personnel salary/benefits (Faculty (FT/PT), Administration, and/or Support Staff) **should not be included** in the **Business Plan**.

Provide justification that the institution has proposed a sufficient number of faculty (full-time and part-time) for the proposed program to ensure curriculum and program quality, integrity, and review.

C. Equipment

Will any special equipment be needed specifically for this program? Yes No

If yes, list the special equipment. Special equipment cost should be included in the **New Academic Degree Program Business Plan Excel file**.

D. Facilities

Will any new facilities be required specifically for the program? Yes No

If yes, list only **new** facilities. New facilities cost should be included in the **New Academic Degree Program Business Plan Excel file**.

Will any renovations to any existing infrastructure be required specifically for the program? Yes No

If yes, list the renovations. Renovation costs should be included in the **New Academic Degree Program Business Plan Excel file**.



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E. Assistantships/Fellowships

Will the institution offer any assistantships specifically for this program? Yes No

If yes, how many assistantships will be offered?

The expenses associated with any *new* assistantships should be included in the **New Academic Degree Program Business Plan Excel file**.

F. Library

Provide a brief summarization (one to two paragraphs) describing the current status of the library collections supporting the proposed program.

Will additional library resources be required to support the program? Yes No

If yes, briefly describe how any deficiencies will be remedied, and include the cost in the **New Academic Degree Program Business Plan Excel file**.

G. Accreditation Expenses

Will the proposed program require accreditation expenses? Yes No

If yes, briefly describe the estimated cost and funding source(s) and include cost in the **New Academic Degree Program Business Plan Excel file**.

H. Other Costs

Please explain any other costs to be incurred with program implementation, such as marketing or recruitment costs. Be sure to note these in the **New Academic Degree Program Business Plan Excel file**.

I. Revenues for Program Support

Will the proposed program require budget reallocation? Yes No

If yes, briefly describe how any deficiencies will be remedied and include the revenue in the **New Academic Degree Program Business Plan Excel file**.

Will the proposed program require external funding (e.g., Perkins, Foundation, Federal Grants, Sponsored Research, etc.)? Yes No

If yes, list the sources of external funding and include the revenue in the **New Academic Degree Program Business Plan Excel file**.

Please describe how you calculated the tuition revenue that appears in the **New Academic Degree Program Business Plan Excel file**. Specifically, did you calculate using cost per credit hour or per term? Did you factor in differences between resident and non-resident tuition rates?



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New Academic Degree Program Summary/Business Plan

Use the Excel form from ACHE's Academic Program webpage located at <https://www.ache.edu/index.php/forms/>, named **New Academic Degree Program Business Plan**, to complete the New Academic Program Degree Proposal.

Instructions and definitions are provided in the Excel file. **The New Academic Degree Program Business Plan should be uploaded as an Excel file (.xlsx) in the Academic Program Review (APR) Portal.**

NOTE: Proposals that have not been locked by the deadline will not be reviewed for consideration of inclusion on the next Commission agenda.

NEW ACADEMIC DEGREE PROGRAM PROPOSAL SUMMARY

INSTITUTION: TROY UNIVERSITY; SORRELL COLLEGE OF BUSINESS

PROGRAM: MBA--Data Analytics

Select Level:

Master's

ESTIMATED *NEW* EXPENSES TO IMPLEMENT PROPOSED PROGRAM

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	TOTAL
FACULTY	0	0	0	0	0	0	0	0
STAFF	0	0	0	0	0	0	0	0
EQUIPMENT	0	0	0	0	0	0	0	0
FACILITIES	0	0	0	0	0	0	0	0
LIBRARY	0	0	0	0	0	0	0	0
ASSISTANTSHIPS	0	0	0	0	0	0	0	0
OTHER	0	0	0	0	0	0	0	0
TOTAL	0	0	0	0	0	0	0	0

***NEW* REVENUES AVAILABLE FOR PROGRAM SUPPORT**

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	TOTAL
REALLOCATIONS	0	0	0	0	0	0	0	0
EXTRAMURAL	0	0	0	0	0	0	0	0
TUITION	85500	102600	128250	128250	128250	128250	128250	829350
TOTAL	85500	102600	128250	128250	128250	128250	128250	829350

ENROLLMENT PROJECTIONS

Note: "New Enrollment Headcount" is defined as unduplicated counts across years.

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	AVERAGE
FULL-TIME HEADCOUNT	Year 1 - No data reporting required	10	12	15	15	15	15	13.66666667
PART-TIME HEADCOUNT	Year 1 - No data reporting required	2	2	2	2	2	2	2
TOTAL HEADCOUNT	Year 1 - No data reporting required	12	14	17	17	17	17	15.66666667
NEW ENROLLMENT HEADCOUNT	Year 1 - No data reporting required	5	7	10	10	10	10	8.666666667

DEGREE COMPLETION PROJECTIONS

Note: Do not count Lead "0"s and Lead 0 years in computing the average annual degree completions.

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	AVERAGE
DEGREE COMPLETION PROJECTIONS	Year 1 - No data reporting required	0	5	5	5	5	5	4.166666667