New Program Proposal

Date Submitted: 07/31/25 3:39 pm

Viewing: BS-BAX : Bachelor of Science in Business Analytics

Last edit: 07/31/25 3:39 pm

Changes proposed by: skang21

Program Status	Active
Requestor Name	Sang-Baum Kang E-mail skang21@stuart.iit.edu
Origination Date	2025-8-1
Is this an interdisciplinary program?	No
Academic Unit College	Business Administration Stuart School of Business

Program Title
  Bachelor of Science in Business Analytics

Effective Academic Year	2025 - 2026 Effective Term Fall 2025	
Academic Level	Undergraduate	

In Workflow

1. **SB Associate Dean**
2. **Academic Affairs**
3. **Undergraduate Academic Affairs**
4. **Director of Assessment**
5. **SB Dean**
6. **Marketing and Communications**
7. **Undergraduate Studies Committee Chair**
8. Faculty Council Chair
9. Faculty Council Chair
10. Provost
11. President
12. Board of Trustees
13. Academic Affairs

Approval Path

1. 03/16/25 3:53 pm M Krishna Erramilli (krish): Approved for SB Associate Dean
2. 03/17/25 10:39 am Ayesha Qamer (aqamer): Approved for Academic Affairs
3. 03/17/25 10:55 am Joseph Gorzkowski (jgorzkow): Approved for Undergraduate Academic Affairs
4. 03/21/25 12:27 pm Nicholas Menhart (menhart): Approved for

Director of
Assessment

5. 03/21/25 2:19 pm
   Rich Klein (rklein6):
   Approved for SB
   Dean

6. 06/30/25 3:19 pm
   Ayesha Qamer
   (aqamer): Rollback
   to Initiator

7. 07/31/25 3:40 pm
   M Krishna Erramilli
   (krish): Approved
   for SB Associate
   Dean

8. 08/06/25 12:00 pm
   Ayesha Qamer
   (aqamer): Approved
   for Academic Affairs

9. 08/08/25 10:13 am
   Joseph Gorzkowski
   (jgorzkow):
   Approved for
   Undergraduate
   Academic Affairs

10. 08/08/25 12:00 pm
    Nicholas Menhart
    (menhart):
    Approved for
    Director of
    Assessment

11. 08/10/25 7:32 pm
    Rich Klein (rklein6):
    Approved for SB
    Dean

12. 08/11/25 12:34 pm
    Chelsea Kalberloh
    Jackson (jacksonc):
    Approved for
    Marketing and
    Communications

If all courses in a subject in your department are required, please enter each subject followed by the number ranges in the "Quick Add" field in the pop up box when you click the green plus button below. For example: ARCH 100-499.

| What courses will | ECON 100 to 499 - Course ECON 100 to 499 not Found |
| factor the major | BUS 100 to 499 - Course BUS 100 to 499 not Found |

GPA?

Program Type   Degree

Degree Type   Bachelor of Science (BS)

CIP Code
  30.7102 - Business Analytics.

Is there more than one Academic Unit proposer?

  No

Program Code   BS-BAX

Program Attribute

Total Program   120
Credit Hours

Program Narrative and Justification

Narrative description of how the institution determined the need for the program. For example, describe what need this program will address and how the institution became aware of that need. If the program is replacing a current program(s), identify the current program(s) that is being replaced by the new program(s) and provide details describing the benefits of the new program(s). If the program will be offered in connection with, or in response to, an initative by a governmental entity, provide details of that initiative.

Demand for business analysts and data-driven decision-makers is rising rapidly. Chicago, a global logistics, financial services, energy, and agricultural trading center, offers abundant opportunities in data-intensive industries. Illinois Tech leverages its location and industry connections to help students access internships, networking, and career opportunities in these high-demand fields.

Illinois Tech already offers a B.S. in Marketing Analytics. Still, this program does not fully meet the needs of students interested in business analytics more broadly, without a specific focus on marketing. Illinois Tech also offers a B.S. in Economics and Business Analytics; however, business-related degrees attract more applications and admissions than economics-related degrees.

This program replaces the Bachelor of Science in Economics and Business Analytics degree. This new degree program gives students choices of their studies within the economics and business domain. Students can choose upper-year economics courses or advanced finance, marketing, and business administration courses, depending on their career goals and academic interests.

The B.S. in Business Analytics degree will give students a strong foundation in business, economics, quantitative analysis, and technology. The curriculum will cover accounting, finance, econometrics, marketing analytics, data analytics, and data visualization. Students will develop deep expertise in business concepts and strong quantitative and analytical skills, enabling them to bridge business and technology effectively.

Narrative description of how the program was designed to meet local market needs, or for an online program, regional or national market needs. For example, indicate if Bureau of Labor Statistics data or State labor data systems information was used, and/or if State, regional, or local workforce agencies were consulted. Include how the course content, program length, academic level, admission requirements, and prerequisites were decided; including information received from potential employers about course content; and information regarding the target students and employers.

The BS in Business Analytics degree was developed in consultation with the dean of Stuart School of Business, industry experts, Stuart faculty, and a review of market and occupational data trends.

Narrative description of any wage analysis the institution may have performed, including any consideration of Bureau of Labor Statistics wage data related to the new program.

According to the U.S. Bureau of Labor Statistics, graduates from business analytics programs pursue careers as management analysts, market research analysts, operations research analysts, financial analysts, and data analysts — all fields with above-average wages and strong projected job growth. The US Bureau of Labor Statistics reports that the median occupational wage of Management analysts in 2023 is $99,410. In the same year, 1,018,300 management analysts were employed in various companies. The growth rate for this occupation is 11% (much faster than average, 4%) from 2023 to 2033. About 95,700 openings for management analysts are projected each year, on average, over the decade.

Narrative description of how the program was reviewed or approved by, or developed in conjunction with, one or more of the following: a) business advisory committees; b) program integrity boards; c) public or private oversight or regulatory agencies (not including the state licensing/authorization agency and accrediting agency); and d) businesses that would likely employ graduates of the program. For example, describe the steps taken to develop the program, identify when and with whom discussions were held, provide relevant details of any proposals or correspondence generated, and/or describe any process used to evaluate the program.

The BS in Business Analytics program was developed and approved by the Stuart School of Business faculty.

Admission Entry Details

Available Fall Admit	Yes	Available Spring Admit	Yes	Available Summer Admit	No
Available On Campus	Yes No			Available Online	
Available Full-Time	Yes Yes			Available Part-Time	
Available International	Yes Yes			Available Domestic	

What are the enrollment estimates?

Year 1	10	Year 2	15	Year 3	20

Attach Additional Program Justification Document(s)	Proposed Business Analytics Degree.pdf

Academic Information

Advising

Since quality advising is a key component of good retention, graduation, and career placement, how will students be mentored? What student professional organizations will be formed? How will the department work with the Career Services office to develop industry connections?

Students will be advised by the Stuart Undergraduate Program Director.

Program Resources

Which program resources are necessary to offer this program?
   Personnel
   Facilities

Describe the personnel requirements necessary to offer the program. Describe how and when resources will be made available to hire any additional personnel that are required.

No new resources are required

Describe the facilities requirements necessary to offer the program. Describe how and when resources will be made available to obtain any additional facilities that are required.

No new resources are required

Proposed Catalog Entry

Admission Requirements
The B.S. in Business Analytics degree will give students a strong foundation in business, economics, quantitative analysis, and technology. The curriculum will cover accounting, finance, econometrics, marketing analytics, data analytics, and data visualization. Students will develop deep expertise in business concepts and strong quantitative and analytical skills, enabling them to bridge business and technology effectively.
Illinois Tech undergraduate admission requirements can be found at http://bulletin.iit.edu/undergraduate/undergraduate-admission/.

Course Requirements

Core Business Requirements		(48)
BUS 100	Introduction to Business and Economics	3
BUS 102	Introduction to Business Analytics	3
ECON 151	Microeconomics	3
ECON 152	Macroeconomics	3

BUS 211	Financial Accounting	3
BUS 212	Managerial Accounting	3
BUS 221	Business Statistics	3
BUS 301	Organizational Behavior	3
BUS 305	Operation and Supply Chain Analytics	3
BUS 311	Strategic Cost Management	3
BUS 321	Analytics for Optimization	3
BUS 341	Business Law	3
BUS 351	Financial Decision Making and Capital Budgeting	3
or ECON 423	Economics of Capital Investments	
BUS 371	Marketing Fundamentals	3
ECON/BUS 382	Business Economics	3
BUS 480	Strategic Management and Design Thinking	3
Business Analytics Requirement		**(12)**
ECON 251	Introduction to Econometrics	3
BUS 473	Marketing Analytics	3
BUS 475	Sales Management and Analytics	3
BUS 484	Data Analytics and Visualization	3
Business Analytics Elective		**(3)**
Choose a business, applied math, statistics, or other course related to business analytics		3
Mathematics Requirement		**(4)**
MATH 148	Preparation for Calculus [1]	4
or MATH 191	Business Calculus	
or MATH 192	Finite Mathematics	
or MATH 151	Calculus I	
Natural Science and Engineering Requirements		**(10)**
See Illinois Tech Core Curriculum, section D		10
Humanities and Social Science Requirements		**(21)**
See Illinois Tech Core Curriculum, section B and C		21
Computer Science Requirement		**(2)**
CS 105	Introduction to Computer Programming	2
or CS 110	Computing Principles	

Interprofessional Projects (IPRO)	**(6)**
See Illinois Tech Core Curriculum, section E	6
Free Electives	**(14)**
Select 14 hours of electives	14
Total Credit Hours	120

1
If a student chooses MATH 192 (3 credits), the students need to take one more free elective credit to satisfy the 120-credit limit.

Sample Curriculum/Program Requirements

Year 1

Semester 1	Credit Hours	Semester 2	Credit Hours
BUS 100	3	BUS 102	3
ECON 151	3	BUS 221	3
MATH 148	4	ECON 152	3
CS 105	2	Science Elective	4
Humanities Elective (200 Level Course)	3	Social Sciences Elective	3
	15		16

Year 2

Semester 1	Credit Hours	Semester 2	Credit Hours
BUS 211	3	BUS 212	3
BUS 301	3	BUS 341	3
BUS 321	3	BUS 351 or ECON 423	3
Science Elective	3	BUS 371	3
Social Sciences Elective (300+ Level Course)	3	Humanities Elective (300+ Level Course)	3
	15		15

Year 3

Semester 1	Credit Hours	Semester 2	Credit Hours
BUS 311	3	BUS 305	3
ECON 251	3	ECON 382 or BUS 382	3
Science Elective	3	BUS 484	3
Social Sciences Elective (300+ Level Course)	3	Humanities Elective (300+ Level Course)	3
IPRO Elective I	3	IPRO Elective II	3
	15		15

Year 4

Semester 1	Credit Hours	Semester 2	Credit Hours
BUS 473	3	BUS 475	3
Business Analytics Elective	3	BUS 480	3
Humanities or Social Science Elective	3	Free Elective	3

Free Elective	3	Free Elective	3
Free Elective	3	Free Elective	2
	15		14

Total Credit Hours: 120

Specialization
Requirements
None

Program Outcomes and Assessment Process

What are your learning objectives in this program? Please list each learning objective in the boxes below:

Note: These should be the same as described in your assessment plan at the bottom of this form.

Stuart Common Goal #1: Communication Proficiency (Presentation and Oral Communication Skills): Our graduate students will prepare and deliver well-structured and purposeful oral presentations that support managerial decision-making.

Stuart Common Goal #2: Technological Proficiency: Graduates will demonstrate technological proficiency appropriate for business professionals.

Program Specific Goal: Students will be able to use visual/analytical techniques to communicate and solve management problems.

Upload your
assessment plan
here:
Assessment Plan v2025 Stuart BS Business Analytics_revised.xlsx

Undergraduate Program Requirements

| What courses will factor the major GPA? | BUS 100 to 499 - Course BUS 100 to 499 not Found
ECON 100 to 499 - Course ECON 100 to 499 not Found |

Undergraduate Degree Requirements

| Minimum credit hours | 120 |

Specialization required?
  No

Minor required?
  No

Proposed General Curriculum

List Major Course Requirements

Core Business Requirements		(48)
BUS 100	Introduction to Business and Economics	3
BUS 102	Introduction to Business Analytics	3
ECON 151	Microeconomics	3
ECON 152	Macroeconomics	3
BUS 211	Financial Accounting	3
BUS 212	Managerial Accounting	3
BUS 221	Business Statistics	3
BUS 301	Organizational Behavior	3
BUS 305	Operation and Supply Chain Analytics	3
BUS 311	Strategic Cost Management	3
BUS 321	Analytics for Optimization	3
BUS 341	Business Law	3
BUS 351	Financial Decision Making and Capital Budgeting	3
or ECON 423	Economics of Capital Investments	
BUS 371	Marketing Fundamentals	3
ECON/BUS 382	Business Economics	3
BUS 480	Strategic Management and Design Thinking	3

Business Analytics Requirements		(12)
ECON 251	Introduction to Econometrics	3
BUS 473	Marketing Analytics	3
BUS 475	Sales Management and Analytics	3
BUS 484	Data Analytics and Visualization	3
Business Analytics Elective		(3)
Choose a business, applied math, statistics, or other course related to business analytics		3
List Mathematics Requirements		
MATH 148	Preparation for Calculus [1]	4
or MATH 191	Business Calculus	
or MATH 192	Finite Mathematics	
or MATH 151	Calculus I	

[1] If a student chooses MATH 192 (3 credits), the students need to take one more free elective credit to satisfy the 120-credit limit.

List Science Requirements		
See Illinois Tech Core Curriculum, section D		10
List Computer Science Requirements		
CS 105	Introduction to Computer Programming	2
or CS 110	Computing Principles	
List Humanities and Social Sciences Requirements		
See Illinois Tech Core Curriculum, section B and C		21
List Interprofessional Project (IPRO) Requirements		
See Illinois Tech Core Curriculum, section E		6
List Technical Elective Course Options		

None

List Free Elective Credit Hours (if applicable)	14
Semester-by-semester plan of study for the degree program	

Report to Faculty Council

Reviewer Comments

Ayesha Qamer (aqamer) (06/30/25 3:19 pm): Rollback: Rollback requested by Sang-Baum Kang

Nicholas Menhart (menhart) (08/08/25 11:59 am): assessment plan will likely be revised a bit during approval process, per email roland calia.

Key: 667