THE UNIVERSITY OF MICHIGAN
REGENTS COMMUNICATION

SUBJECT: A new degree program for the College of Business, University of
                                Michigan-Dearborn

ACTION REQUESTED: Approval of a new degree program, "Master of Science in Business
                                Analytics," to be offered by the College of Business, University of
                                Michigan-Dearborn

EFFECTIVE DATE: September 1, 2012

The College of Business at the University of Michigan-Dearborn proposes to establish a graduate program leading to a Master of Science degree in Business Analytics. The unique feature of the program is its boundary-spanning field of study of organizational decision-making process in a dynamic global business environment. The program will offer a curriculum that integrates knowledge of applied mathematics using quantitative techniques and computer-based techniques to optimize the decision-making processes in businesses under a common pedagogical framework. The pedagogical framework of the program will provide a rewarding educational experience that blends theory and practice in preparing students to solve continuously emerging complex business decision-making problems across various industry domains in manufacturing and service sectors.

The proposed masters program fulfills the University of Michigan-Dearborn's mission and commitment to provide education that prepares professionals in assisting companies manage their businesses across various industry sectors in Southeast Michigan. These organizations that operate in a fast-paced, competitive and dynamic global business environment rely on vast collections of information in order to make day-to-day decisions. This information originates from multiple sources, such as their suppliers, retailers, and consumers. Businesses are looking for qualified professionals with vision, skills and business savvy to identify opportunities or recognize problems. These professionals must possess a deep understanding of analytic methods required to improve the performance of a company. This program is poised to meet this critical need by offering training and development of business professionals in the requisite analytical skills. The proposed program has received strong endorsements from current undergraduate and graduate students, alumni and the Board of Advisors at the College of Business.

The Dean, the Executive Committee, and the governing faculty of the College of Business have approved the Master of Science in Business Analytics. The Council of Deans, Graduate Board and provost and vice-chancellor of academic affairs at the University of Michigan-Dearborn have also extended their approval. The Presidents Council, State Universities of Michigan approved it on January 20, 2012.

I am pleased to present this proposal for your approval.

Recommended by:

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Daniel Little, Chancellor
University of Michigan-Dearborn

March 2012