E - New or Revised Program/Degree/Major Revised 8/19 : Entry # 3034

Today's Date

09/17/2023

Your Name

Daniel Dean of Phillips School of Business

Your Email

dhall@highpoint.edu

Are you a department chair?

No

Department Chair Name

Dr. Jerry Fox

Dept Chair Email

jfox@highpoint.edu

By checking below, I certify that my department chair was notified and approved moving forward with this proposal.

Yes

Please select the appropriate school to oversee this proposal:

Business

When will this program / degree / major go into effect?

Academic Year 2024-25

Please choose a category for this proposal.

Major - New

Are you also proposing a corresponding new minor?

No

Have you submitted a Pro Forma to the Provost?

Yes

Has the Pro Forma been approved?

Yes

Any additional comments regarding the status of your Pro Forma:

Discussed with Erb, Bauer, Ramsay, Calloway, and McClintock. Awaiting final approval by the President. Final approval received

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Please provide a 200-word summary of the proposed school / program / degree / major.

Business Analytics and Economics are the 1st and 2nd highest paying non-engineering degrees. If students continue onto our Business Analytics MBA, then they will find themselves in the highest paid MBA concentration. Combining Business Analytics with Economics into a major is greater than the sum of its parts because it combines the ability to determine practical along with statistical significance to create valuable business insight. The major can be started at near zero additional cost and is a great first step in a long journey to modernize our curriculum to prepare students for the world as it is going to be. In addition to the High Point University mission, it strikes at the heart of the Phillips School of Business mission: to prepare students to become tomorrow's business professionals. The total major is 74 credits, comprising of our 50 credit business core, 12 credits of additional business analytics courses, plus 12 credits of additional economics (not already included).

List of Required Courses

Course (Prefix and Number)	NEW or EXISTING?	Revisions needed for an existing course (if necessary)
ACC 2010	EXISTING	
ACC 2020	EXISTING	
BUA 1050	EXISTING	
BUA 2000	EXISTING	
BUA 2990	EXISTING	
BUA 3050	EXISTING	
ECO 2030	EXISTING	
ECO 2050	EXISTING	
FIN 3010	EXISTING	
MGT 2220	EXISTING	
MGT 3280	EXISTING	
MKT 2110	EXISTING	
MTH XXXX	EXISTING GEN ED	
STS 2610 OR STS 2910	EXISTING	
ECO 3460 OR 4430	EXISTING	
ECO 4150	EXISTING	

List of Elective Courses

Course (Prefix and Number)	NEW or EXISTING?	Revisions needed for an existing course (if necessary)
ECO 3030	EXISTING	
ECO 3035	EXISTING	
ECO 3050	EXISTING	
ECO 3220	EXISTING	
ECO 3310	EXISTING	
ECO 3400	EXISTING	
ECO 3410	EXISTING	

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Course (Prefix and Number)	NEW or EXISTING?	Revisions needed for an existing course (if necessary)
ECO 3460	EXISTING	
ECO 4430	EXISTING	
BUA 1100	EXISTING	
BUA 2100	EXISTING	
ECO 3110	EXISTING	
ECO 3120	EXISTING	
DSC 2110	EXISTING	
CSC 1600 OR 1710	EXISTING	
ACC 3060	NEW	see revision to Accounting Major

Overlap with existing school / program / degree / major?

As all of our business majors have a large business core, roughly 50 credits overlap with each other major. We do offer a few electives shared by majors offered by the School of Engineering, including Mathematical Economics, Data Science, and Data Analytics and Statistics.

What is the rationale for the new school / program / degree / major?

The University has been growing our graduate professional schools and its degree programs at an accelerated pace. Last academic year, the Phillips School of Business converted their MBA to fully online and doubled its current enrollment to 111. We also started the Business Analytics MBA, currently declared by 19 of the 111 active students. We need to offer future-forward programs at the undergraduate level to support these programs and increase the academic reputation of the school. As High Point University advances into more prestigious competitive peer groups, we will need to catch up our undergraduate offerings to compete. Combining Business Analytics with Economics into a major can be done at near zero additional cost and is a great first step in a long journey to modernize our curriculum to prepare students for the world as it is going to be. In addition to the High Point University mission, it strikes at the heart of the Phillips School of Business mission: to prepare students to become tomorrow's business professionals.

What academic divisions, University officers, programs, or other stakeholders are involved in, or affected by, this proposal?

The possibility of using some electives of this proposed major has been discussed with Dr. Rob Harger (Interim Chair of Mathematical Sciences) and Dean Dr. Michael Oudshoorn (Interim Chair of Computer Science). They are supportive, but a letter of support is not required because the impact upon their sections will be minimal, and they will not need to plan their offerings to meet the needs of the major. We have a lot of flexibility built in regarding courses offered outside of the Phillips School of Business.

What types of students are expected to enroll in this program or pursue this degree/major? Please provide projected enrollment.

We currently have 44 Economics minors, and the number of minors has reliably been between 30 and 50 since 2010. There was a Business Economics major up until 2007, which held about 3% of the majors of day students in the Phillips School of Business. Holding that proportion to our current enrollment, we can reasonably expect 48 majors by AY2030-31.

This may not seem like a lot of majors, but this is quite an accomplishment since the Mathematical Economics major that replaced it has never had more than 20 majors and is currently at 11 majors. Both majors can continue without additional hiring beyond the economics replacement hires already planned.

Consistency of Mission and Quality

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Timeline

It can be implemented immediately. The only new course is an elective and has been proposed separately by the Accounting and Finance department as part of their minor revision to the Accounting Major.

Assessment Strategy

We will use a similar assessment strategy to our existing majors made possible by our large business core that makes up over half of the major. As ECO 4150 will be the respective capstone because it combines economics and analytics, we will be using assessment techniques similar to other business majors with capstone courses (i.e. exams, final projects).

Please attach full proposal and any supporting documents/reports.

- Proposal-for-Business-Analytics-and-Economics-Major.pdf
- Business-Analytics-Economics-major-2024-final-approved.pdf
- Business-Analytics-and-Economics-Major-proposal-approved.pdf

Information about your proposed NEW MINOR

Please attach documentation showing support from key stakeholders, if any.

- Business-Analytics_Support-Letter.pdf

For Deans:

[DEAN] I approve/deny this proposal for further advancement

Approve

Today's Date (REQUIRED)

09/18/2023

Further Comments (fill in if you select Revise & Resubmit)

I am in full support and have worked very closely with the Economics Department, my home department, on this proposal.

For School EPC:

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Is this proposal consistent with the school and university mission?

Yes

[SCHOOL EPC] I approve/deny this proposal for further advancement

Approve

Today's Date (REQUIRED)

11/16/2023

For APIRC:

Is this proposal consistent with the history and mission of the university?

Yes

Does this proposal reflect a course that is rigorous, current, and reflects best practices and highest academic standards?

Yes

[APIRC] This committee approves/denies advancement of this proposal

Approve

Today's Date (REQUIRED)

01/12/2024