

Cover Sheet: Request 15710

Add QMB 3302 to the business core - Marketing major

Info

| | |
|------------------------|---|
| Process | Major Curriculum Modify Ugrad/Pro |
| Status | Pending at PV - University Curriculum Committee (UCC) |
| Submitter | Erica Studer-Byrnes erica.byrnes@warrington.ufl.edu |
| Created | 1/21/2021 3:55:59 PM |
| Updated | 1/27/2021 2:15:34 PM |
| Description of request | The Warrington College of Business proposes the addition of QMB 3302 to the required business core courses across all major in the BSBA and BABA programs. This specific proposal is for the BSBA: Marketing major. |

Actions

| Step | Status | Group | User | Comment | Updated |
|--|----------|---|----------------|---------|-----------|
| Department | Approved | CBA - Marketing 17080000 | Richard Lutz | | 1/21/2021 |
| Core_Proposal_Rationale.docx | | | | | 1/21/2021 |
| MARKETING_BSBA_Catalog_Copy_ProposedChanges.docx | | | | | 1/21/2021 |
| College | Approved | CBA - College of Business Administration, Warrington | Sahin Erenguc | | 1/22/2021 |
| No document changes | | | | | |
| Associate Provost for Undergraduate Affairs | Approved | PV - Associate Provost for Undergraduate Affairs | Casey Griffith | | 1/27/2021 |
| No document changes | | | | | |
| University Curriculum Committee | Pending | PV - University Curriculum Committee (UCC) | | | 1/27/2021 |
| No document changes | | | | | |
| Office of the Registrar | | | | | |
| No document changes | | | | | |
| Student Academic Support System | | | | | |
| No document changes | | | | | |
| Catalog | | | | | |
| No document changes | | | | | |
| Academic Assessment Committee Notified | | | | | |
| No document changes | | | | | |
| College Notified | | | | | |
| No document changes | | | | | |

Major|Modify_Curriculum for request 15710

Info

Request: Add QMB 3302 to the business core - Marketing major

Description of request: The Warrington College of Business proposes the addition of QMB 3302 to the required business core courses across all major in the BSBA and BABA programs. This specific proposal is for the BSBA: Marketing major.

Submitter: Erica Studer-Byrnes erica.byrnes@warrington.ufl.edu

Created: 1/13/2021 12:12:25 PM

Form version: 1

Responses

Major Name

Enter the name of the major. Example: "Mathematical Modeling"

Response:
Marketing

Major Code

Enter the two-letter or three-letter major code.

Response:
MKG

Degree Program Name

Enter the name of the degree program in which the major is offered.

Response:
Bachelor of Science in Business Administration

Undergraduate Innovation Academy Program

Is this an undergraduate program in the Innovation Academy?

Response:
Yes

Effective Term

Enter the term (semester and year) that the curriculum change would be effective.

Response:
Earliest Available

Effective Year

Response:
2021

Current Curriculum for Major

Response:

BSBA-MKG majors must maintain a 2.0 core, major and UF GPA. Students must read the individual course descriptions in this catalog to determine the prerequisites for their required courses. In addition to the critical-tracking and general education courses outlined in the catalog, BSBA-MKG majors must take 120 total credits, including:

Core Courses (28 credits)

Major Courses (16 credits)

Restricted Electives (11-12 credits)

Professional Communication Course (3 credits)

Internship Course (1 credit)

The present proposal seeks to modify the business core (across all BSBA and BABA majors).

Currently, the business core courses are as follows:

BUL 4310 The Legal Environment of Business

FIN 3403 Business Finance

GEB 3373 International Business

MAN 3025 Principles of Management

MAN 4504 Operations and Supply Chain Management

MAR 3023 Principles of Marketing

QMB 3250 Statistics for Business Decisions

Proposed Curriculum Changes

Describe the proposed changes to the curriculum. If the change is to offer the program through UF Online, please explain and attach a letter of support from the Director of UF Online.

Response:

The proposed change is to add an 8th course to the business core. Specifically, the college is proposing to add QMB 3302 Foundations of Business Analytics and Artificial Intelligence (AI) to the business core.

The proposed business core courses are as follows:

BUL 4310 The Legal Environment of Business

FIN 3403 Business Finance

GEB 3373 International Business

MAN 3025 Principles of Management

MAN 4504 Operations and Supply Chain Management

MAR 3023 Principles of Marketing

QMB 3250 Statistics for Business Decisions

QMB 3302 Foundations of Business Analytics & Artificial Intelligence (AI)

UF Online Curriculum Change

Will this curriculum change be applied to a UF online program as well?

Response:

No

Pedagogical Rationale/Justification

Describe the rationale for the proposed changes to the curriculum.

Response:

Recent research in the job marketplace highlighted the growing demand for data analytics skills (20% growth per year for the past 7 years)¹. Businesses are rapidly increasing their utilization of data analytics. The rise of AI and machine learning have made data analytic skills even more valuable². AACSB International, the international accreditation and nonprofit association for business schools, has stated “business demand for graduates with data analytics knowledge and skills has exploded”³. They emphasize the value of curriculum in this space that aligns directly with practice.

Students need to develop familiarity and comfort with data analytics to enhance their career readiness. A review of the BSBA and BABA curriculum that focused on quantitative skills identified a gap in business analytics skill development. Inserting QMB3302: “Foundations of Business Analytics & Artificial Intelligence (AI)” into the business core curriculum across all majors in the BSBA and BABA degree programs addresses that gap.

More details for the rationale are provided in the attached document titled “Core_Proposal_Rationale”.

Impact on Enrollment, Retention, Graduation

Describe any potential impact of the curriculum changes on students who are currently in the major.

Response:

Students who are currently in the major will not be impacted, other than the fact that the course that is being proposed as an addition to the curriculum is already being offered and is available to students currently in the major as an optional elective.

Assessment Data Review

Describe the Student Learning Outcome and/or program goal data that was reviewed to support the proposed changes.

Response:

The proposed change is intended to impact two categories of Student Learning Outcomes for this program.

Content

The proposed changes are intended to effect the two following “Content” Student Learning Outcomes:

1. Demonstrate knowledge and understanding of elements of economics, financial accounting, marketing, operations management, organizational behavior, business law, information technology, business statistics and social responsibility.
2. Demonstrate proficiency in the use of business-related software applications.

Critical Thinking

The proposed changes are intended to effect the following “Critical Thinking” Student Learning Outcome:

9. Specify and implement a framework for identifying a business problem and develop alternative solutions and a set of evaluation criteria.

The related SLO data is a combination of the ETS Field Test in Business, questions embedded in exams in QMB 3250, and questions embedded in exams in MAN 4504. The data shows acceptable scores for the related SLO’s, but there has been a downward trend specifically related to decision-making under risk which entails making appropriate choices from alternatives (analysis) and determining value of additional information (critical thinking and analysis). The data supports the proposal to incorporate more data analytic skill development into the curriculum.

Academic Learning Compact and Academic Assessment Plan

Describe the modifications to the Academic Learning Compact (for undergraduate programs) and Academic Assessment Plan that result from the proposed change.

Response:

There will be no changes to the ALC. The AAP will be adjusted to incorporate feedback captured in the proposed QMB3302 course.

Catalog Copy

Submitter agrees to prepare and upload document showing the catalog copy with the current and proposed curricula edited using the "track changes" feature in Word.

Response:

Yes

Proposal to incorporate “QMB 3302: Foundations of Business Analytics & Artificial Intelligence” into the business core

Recent research in the job marketplace highlighted the growing demand for data analytics skills (20% growth per year for the past 7 years)¹. Businesses are rapidly increasing their utilization of data analytics. The rise of AI and machine learning have made data analytic skills even more valuable². AACSB International, the international accreditation and nonprofit association for business schools, has stated “business demand for graduates with data analytics knowledge and skills has exploded”³. They emphasize the value of curriculum in this space that aligns directly with practice.

Students need to develop familiarity and comfort with data analytics to enhance their career readiness. A review of the BSBA and BABA curriculum that focused on quantitative skills identified a gap in business analytics skill development. Inserting QMB3302: “Foundations of Business Analytics & Artificial Intelligence (AI)” into the business core curriculum across all majors in the BSBA and BABA degree programs addresses that gap.

| Course ID | Title | Semester | Required, Elective | Objectives | Software | Instructor |
|-----------|---|----------|--------------------|--|------------------------------|---------------------|
| CGS2531 | Problem Solving Using Computer Software | 3 | Required | Demonstrate knowledge and understanding of elements of economics, financial accounting, marketing, operations management, organizational behavior, business law, information technology, business statistics, and social responsibility. | Excel, Word, PowerPoint | John Mendoza-Garcia |
| ISM3013 | Introduction to Information Systems | 3 | Required | MS Office Sckills - Certification in Excel and Access | Excel, Access, Web Develop. | Aditi Mukherjee |
| STA2023 | Introduction to Statistics 1 | 4 | Required | Simple statistics | Graphing Calculator | Maria Ripol |
| QMB3250 | Statistics for Business Decisions | 5 | Required | Statistics, Business Statistics | JMP | Megan Mocko |
| FIN3403 | Business Finance | 6 | Required | Finance Modeling - No indicator of Excel skill requirements in syllabus | Financial Calculator | John Banko |
| MAN4504 | Operations & Supply Chain Management | 8 | Required | Forecasting, Planning, Queing Theory, Quality Control, Inventory Models | MyOBLab, Simulations, Excel, | Adam Munson |
| ISM3004 | Computing in the Business Evnvironment | ? | Elective | Understanding Software, PC at work, Excel Skills, Social Media, Data, Tableau, InfoSec, Digital | Excel, Tableau, Social Media | Eric Olson |
| QMB4930 | Business Data Analytics | ? | Elective | Business Data Analytics | Excel, Tableau, IBM Cognos | Matthew McCarville |

1. Article - Demand for data scientists is booming and will only increase – [Hyperlink](#)
2. Article - Needed: More Skills To Build AI Systems, Which Are Supposed To Alleviate Skills Needs – [Hyperlink](#)
3. AACSB International: <https://www.aacsb.edu/about#gsc.tab=0>

MARKETING

MAJOR

- [Home](#)
- [Undergraduate Catalog](#)
- [Colleges and Schools](#)
- [Business, Heavener School of](#)
- Marketing

The Bachelor of Science in Business Administration-Marketing (BSBA-MKG) degree program provides a broad overview of the functional areas of business with an emphasis in marketing. Students take foundation courses in economics, mathematics, computing skills, and accounting; core courses that relate to the basic functions of a business, such as finance, management, marketing, and operations management; and major courses that teach students how to plan and execute the conception, pricing, promotion, and distribution of products and manage customer relationships in ways that benefit organizations and their stakeholders.

[UNDERGRADUATE CATALOG](#)

- [Business Administration Minor](#)
- [Business Administration Minor UF Online](#)
- [Business Administration | General Business | BSBA UF Online](#)
- [Business Administration | General Studies | BABA](#)
- [Business Administration | General Studies | BABA UF Online](#)
- [Entrepreneurship Minor](#)
- [Finance](#)
- [Information Systems](#)
- [Information Systems Minor](#)

- [Management](#)
- [Marketing](#)
- [Professional Selling Minor](#)
- [Real Estate Minor](#)
- [Retailing Minor](#)

ABOUT THIS PROGRAM

- **College:** [Heavener School of Business](#)
- **Degree:** Bachelor of Science in Business Administration
- **Credits for Degree:** 120

To graduate with this major, students must complete all university, college, and major requirements.

Department Information

- [Overview](#)
- [Critical Tracking](#)
- [Model Semester Plan](#)
- [Academic Learning Compact](#)

To remain on track, students must complete the appropriate critical-tracking courses, which appear in bold. These courses must be completed by the terms as listed above in the Critical Tracking criteria.

This semester plan represents an example progression through the major. Actual courses and course order may be different depending on the student's academic record and scheduling availability of courses. Prerequisites still apply.

| SEMESTER ONE | | CREDITS |
|---|--|---------|
| ECO 2023 | Principles of Microeconomics (Critical Tracking ; Gen Ed Social and Behavioral Sciences) | 4 |
| MAC 1140 | Precalculus Algebra (if needed; or elective) | 3 |
| State Core Gen Ed Biological or Physical Sciences | | 3 |
| Gen Ed Composition; Writing Requirement | | 3 |

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| Credits | | 13 |
| SEMESTER TWO | | |
| <u>ECO 2013</u> | Principles of Macroeconomics (Critical Tracking ; State Core Gen Ed Social and Behavioral Sciences) | 4 |
| <u>MAC 2233</u> | Survey of Calculus 1 (Critical Tracking ; State Core Gen Ed Mathematics) | 3 |
| | Quest 1 (Gen Ed Humanities) | 3 |
| | Gen Ed Biological or Physical Sciences | 3 |
| | Gen Ed Diversity | 3 |
| Credits | | 16 |
| SEMESTER THREE | | |
| <u>ACG 2021</u> | Introduction to Financial Accounting (Critical Tracking) | 4 |
| | Select one: | 3-4 |
| <u>CGS 2531</u> | Problem Solving Using Computer Software (Critical Tracking ; Gen Ed Mathematics) | |
| <u>ISM 3013</u> | Introduction to Information Systems (Critical Tracking) | |
| | <u>State Core Gen Ed Composition</u> | 3 |
| | <u>State Core Gen Ed Humanities</u> | 3 |
| | Elective | 2 |
| Credits | | 15-16 |

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SEMESTER FOUR

| | | |
|---------------------------------|---|--------------------|
| <u>ACG 2071</u> | Introduction to Managerial Accounting (Critical Tracking) | 4 |
| <u>GEB 4941</u> | Internship in Business Administration (complete by beginning of senior year) | 1 |
| <u>STA 2023</u> | Introduction to Statistics 1 (Critical Tracking ; Gen Ed Mathematics) | 3 |
| | Gen Ed International | 3 |
| | Select one professional communication course: | 3 |
| <u>GEB 3213</u> | Professional Writing in Business | |
| <u>GEB 3218</u> | Professional Speaking in Business | |
| <u>SPC 2608</u> | Introduction to Public Speaking | |
| <u>ENC 3312</u> | Advanced Argumentative Writing | |
| | Elective | <u>21</u> |
| | Credits | <u>1615</u> |

SEMESTER FIVE

| | | |
|---------------------------------|---|----------|
| <u>MAR 3023</u> | Principles of Marketing (Critical Tracking ; State Core Gen Ed Social and Behavioral Sciences; minimum grade of C required) | 4 |
| <u>QMB 3250</u> | Statistics for Business Decisions | 4 |
| <u>QMB 3302</u> | <u>Foundations of Business Analytics & Artificial Intelligence (AI)</u> | <u>4</u> |
| | Restricted electives | 4 |

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|-----------------|--|----------|
| Elective | | 3 |
|-----------------|--|----------|

| | | |
|----------------|--|------------------------|
| Credits | | 1516 |
|----------------|--|------------------------|

SEMESTER SIX

| | | |
|-----------------|------------------|---|
| <u>FIN 3403</u> | Business Finance | 4 |
|-----------------|------------------|---|

| | | |
|-----------------|--------------------------|---|
| <u>MAN 3025</u> | Principles of Management | 4 |
|-----------------|--------------------------|---|

| | | |
|-----------------|-------------------|---|
| <u>MAR 3503</u> | Consumer Behavior | 4 |
|-----------------|-------------------|---|

| | | |
|---------------------|--|---|
| Restricted elective | | 3 |
|---------------------|--|---|

| | | |
|----------------|--|-----------|
| Credits | | 15 |
|----------------|--|-----------|

SEMESTER SEVEN

| | | |
|-----------------|-----------------------------------|---|
| <u>BUL 4310</u> | The Legal Environment of Business | 4 |
|-----------------|-----------------------------------|---|

| | | |
|-----------------|------------------------|---|
| <u>GEB 3373</u> | International Business | 4 |
|-----------------|------------------------|---|

| | | |
|---------------------------------------|--|---|
| Marketing electives (3000/4000 level) | | 4 |
|---------------------------------------|--|---|

| | | |
|----------------------|--|---|
| Restricted electives | | 4 |
|----------------------|--|---|

| | | |
|----------------|--|-----------|
| Credits | | 16 |
|----------------|--|-----------|

SEMESTER EIGHT

| | | |
|-----------------|--|---|
| <u>MAN 4504</u> | Operations and Supply Chain Management | 4 |
|-----------------|--|---|

| | | |
|-----------------|----------------------|---|
| <u>MAR 4803</u> | Marketing Management | 4 |
|-----------------|----------------------|---|

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|---------------------------------------|------------|
| Marketing electives (3000/4000 level) | 4 |
| Elective | 2 |
| Credits | 14 |
| Total Credits | 120 |
| Plan of Study Grid | |