

## Cover Sheet: Request 15721

Add QMB 3302 to the business core - Business Administration - General Studies 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	1/22/2021 11:07:22 AM
Updated	1/27/2021 2:15:40 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 BABA: Business Administration - General Studies major.

### Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	CBA - Business Administration General 17010000	Sahin Erenguc		1/22/2021
Core_Proposal_Rationale.docx					1/22/2021
BAG_BABA_Catalog_Copy_ProposedChanges.docx					1/22/2021
BAG_BABA_UFO_Catalog_Copy_ProposedChanges.docx					1/22/2021
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 15721

## Info

**Request:** Add QMB 3302 to the business core - Business Administration - General Studies 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 BABA: Business Administration - General Studies major.

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

**Created:** 1/22/2021 10:59:47 AM

**Form version:** 1

## Responses

### Major Name

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

Response:  
Business Administration - General Studies

### Major Code

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

Response:  
BAG

### Degree Program Name

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

Response:  
Bachelor of Arts 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:

BABA-BAG (formerly GBA) 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, BABA-BAG majors must take 120 total credits, including:

Core Courses (28 credits)

Area of Specialization Courses (12 credits)

Business 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:

Yes

## **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)<sup>1</sup>. Businesses are rapidly increasing their utilization of data analytics. The rise of AI and machine learning have made data analytic skills even more valuable<sup>2</sup>. 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”<sup>3</sup>. 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 a business 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

# BUSINESS ADMINISTRATION | GENERAL STUDIES | BABA

## MAJOR

- [Home](#)
- [Undergraduate Catalog](#)
- [Colleges and Schools](#)
- [Business, Heavener School of](#)
- [Business Administration | General Studies | BABA](#)

The Bachelor of Arts in Business Administration-General Studies degree provides a broad overview of the functional areas of business with a selected area of specialization. Students take foundation courses in economics, mathematics, computing skills, and accounting; core courses that relate to the basic functions of business, such as finance, management, marketing, and operations management; and area of specialization courses that focus on a specific topic, such as international studies, mass communication, criminology, science, or a foreign language.

## [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 Arts in Business Administration
- **Credits for Degree:** 120
- **More Info**

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

### School 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
<a href="#">ECO 2023</a>	Principles of Microeconomics ( <b>Critical Tracking</b> ; Gen Ed Social and Behavioral Sciences)	4
	Quest 1 (Gen Ed Humanities)	3
	<a href="#">State Core Gen Ed Biological or Physical Sciences</a>	3

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Elective <sup>1</sup>	3
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<b>Credits</b>	<b>13</b>
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**SEMESTER TWO**

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<u><a href="#">ECO 2013</a></u> Principles of Macroeconomics ( <b>Critical Tracking</b> ; State Core Gen Ed Social and Behavioral Sciences)	4
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<u><a href="#">MAC 2233</a></u> Survey of Calculus 1 ( <b>Critical Tracking</b> ; State Core Gen Ed Mathematics)	3
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<u>State Core Gen Ed Humanities</u>	3
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Gen Ed Biological or Physical Sciences	3
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Gen Ed Composition; Writing Requirement	3
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<b>Credits</b>	<b>16</b>
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**SEMESTER THREE**

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<u><a href="#">ACG 2021</a></u> Introduction to Financial Accounting ( <b>Critical Tracking</b> )	4
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Select one:	3-4
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<u><a href="#">CGS 2531</a></u> Problem Solving Using Computer Software ( <b>Critical Tracking</b> ; Gen Ed Mathematics)	
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<u><a href="#">ISM 3013</a></u> Introduction to Information Systems ( <b>Critical Tracking</b> )	
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<u>State Core Gen Ed Composition</u>	3
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Gen Ed Diversity	3
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Gen Ed International	3
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Credits	16-17
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<b>SEMESTER FOUR</b>	
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<a href="#"><u>ACG 2071</u></a>	Introduction to Managerial Accounting ( <b>Critical Tracking</b> )	4
<a href="#"><u>GEB 4941</u></a>	Internship in Business Administration (complete by beginning of senior year)	1
<a href="#"><u>STA 2023</u></a>	Introduction to Statistics 1 ( <b>Critical Tracking</b> ; Gen Ed Mathematics)	3
Select one professional communication course:		3
<a href="#"><u>GEB 3213</u></a>	Professional Writing in Business	
<a href="#"><u>GEB 3218</u></a>	Professional Speaking in Business	
<a href="#"><u>SPC 2608</u></a>	Introduction to Public Speaking	
<a href="#"><u>ENC 3312</u></a>	Advanced Argumentative Writing	
Electives		4

Credits	15
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<b>SEMESTER FIVE</b>	
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<a href="#"><u>MAN 3025</u></a>	Principles of Management (Gen Ed Social and Behavioral Sciences)	4
<a href="#"><u>QMB 3250</u></a>	Statistics for Business Decisions	4
<a href="#"><u>QMB 3302</u></a>	<a href="#"><u>Foundations of Business Analytics &amp; Artificial Intelligence (AI)</u></a>	4
Area of specialization course		3

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**Electives** **4**

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**Credits** **15**

**SEMESTER SIX**

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FIN 3403 Business Finance 4

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MAR 3023 Principles of Marketing 4

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Area of specialization course 3

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Business elective 4

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**Credits** **15**

**SEMESTER SEVEN**

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BUL 4310 The Legal Environment of Business 4

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GEB 3373 International Business 4

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Area of specialization course 3

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Business elective 4

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**Credits** **15**

**SEMESTER EIGHT**

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MAN 4504 Operations and Supply Chain Management 4

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Area of specialization course 3

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Business elective	4
Electives	4
<b>Credits</b>	<b>15</b>
<b>Total Credits</b>	<b>120</b>

Plan of Study Grid

<sup>1</sup> [MAC 1140](#), if needed.

# BUSINESS ADMINISTRATION | GENERAL STUDIES | BABA

MAJOR | UF ONLINE

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The UF Online Bachelor of Arts in Business Administration-General Studies degree provides a broad overview of the functional areas of business with a selected area of specialization. Students take foundation courses in economics, mathematics, computing skills, and accounting; core courses that relate to the basic functions of business, such as finance, management, marketing, and operations management; and area of specialization courses that focus on a specific topic, such as general business, mass communication, sociology, or sport management.

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To remain on track, students must complete the appropriate critical-tracking courses, which appear in bold.

*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. Students should consult with an academic advisor/career coach to create an individualized academic plan.*

#### SEMESTER ONE

#### CREDITS

<a href="#">ECO 2023</a>	Principles of Microeconomics ( <b>Critical Tracking</b> ; Gen Ed Social and Behavioral Sciences)	4
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<u>MAC 1140</u>	Precalculus Algebra (if needed or other elective)	3
	Quest 1 (Gen Ed Humanities)	3
	<u>State Core Gen Ed Biological or Physical Sciences</u>	3
<b>Credits</b>		<b>13</b>
<b>SEMESTER TWO</b>		
<u>ECO 2013</u>	Principles of Macroeconomics ( <b>Critical Tracking</b> ; State Core Gen Ed Social and Behavioral Sciences)	4
<u>MAC 2233</u>	Survey of Calculus 1 ( <b>Critical Tracking</b> ; State Core Gen Ed Mathematics)	3
	Gen Ed Biological or Physical Sciences	3
	Gen Ed Composition (Writing Requirement)	3
	<u>State Core Gen Ed Humanities</u>	3
<b>Credits</b>		<b>16</b>
<b>SEMESTER THREE</b>		
<u>ACG 2021</u>	Introduction to Financial Accounting ( <b>Critical Tracking</b> )	4
<u>ISM 3013</u>	Introduction to Information Systems ( <b>Critical Tracking</b> )	4
	<u>State Core Gen Ed Composition</u>	3
	Gen Ed Diversity	3
	Gen Ed International	3

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<b>Credits</b>	<b>17</b>
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<b>SEMESTER FOUR</b>	
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<a href="#"><u>ACG 2071</u></a>	Introduction to Managerial Accounting ( <b>Critical Tracking</b> )	4
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<a href="#"><u>GEB 4941</u></a>	Internship in Business Administration	1
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<a href="#"><u>STA 2023</u></a>	Introduction to Statistics 1 ( <b>Critical Tracking</b> ; Gen Ed Mathematics)	3
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Select one professional communication course:		3
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<a href="#"><u>GEB 3219</u></a>	Writing and Speaking in Business	
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<a href="#"><u>SPC 2608</u></a>	Introduction to Public Speaking	
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<a href="#"><u>ENC 3254</u></a>	Professional Writing in the Discipline	
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Electives		4
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<b>Credits</b>	<b>15</b>
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<b>SEMESTER FIVE</b>	
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<a href="#"><u>MAN 3025</u></a>	Principles of Management (Gen Ed Social and Behavioral Sciences)	4
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<a href="#"><u>OMB 3250</u></a>	Statistics for Business Decisions	4
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<a href="#"><u>OMB 3302</u></a>	<a href="#"><u>Foundations of Business Analytics &amp; Artificial Intelligence (AI)</u></a>	<u>4</u>
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Area of specialization course		3
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<a href="#"><u>Electives</u></a>		4
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<b>Credits</b>		<b>15</b>
<b>SEMESTER SIX</b>		
<u>FIN 3403</u>	Business Finance	4
<u>MAR 3023</u>	Principles of Marketing	4
Area of specialization course		3-4
Business elective		4
<b>Credits</b>		<b>15-16</b>
<b>SEMESTER SEVEN</b>		
<u>BUL 4310</u>	The Legal Environment of Business	4
<u>GEB 3373</u>	International Business	4
Area of specialization course		3-4
Business elective		4
<b>Credits</b>		<b>15-16</b>
<b>SEMESTER EIGHT</b>		
<u>MAN 4504</u>	Operations and Supply Chain Management	4
Area of specialization course		3-4
Select one business elective		4

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Elective	3-4
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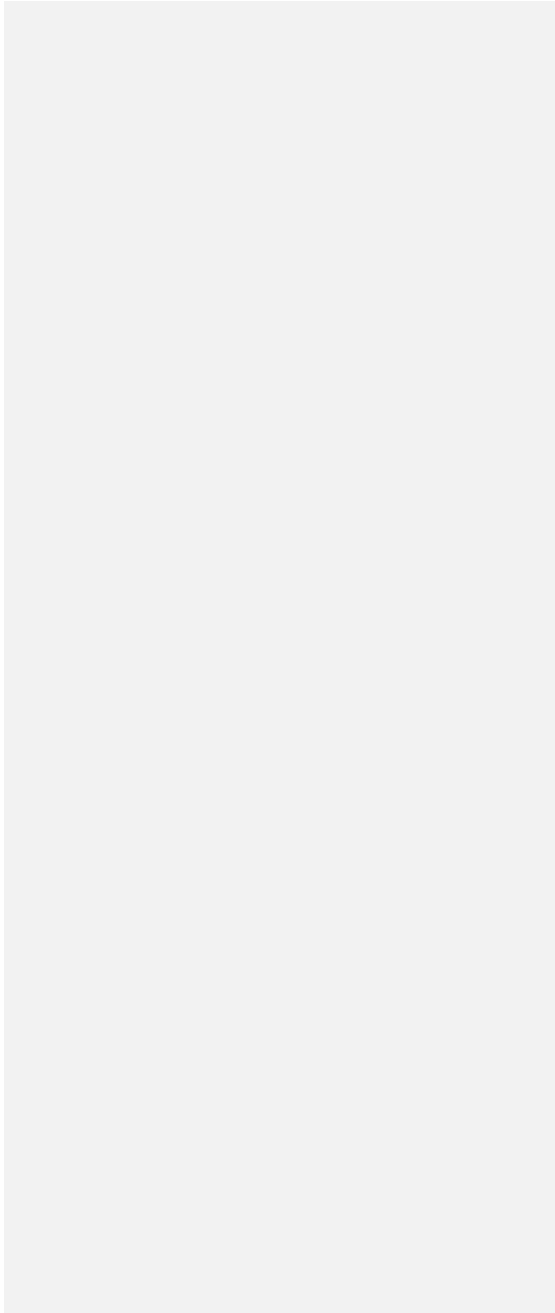
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<b>Credits</b>	<b>14-16</b>
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<b>Total Credits</b>	<b>120</b>
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Plan of Study Grid



**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)<sup>1</sup>. Businesses are rapidly increasing their utilization of data analytics. The rise of AI and machine learning have made data analytic skills even more valuable<sup>2</sup>. 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”<sup>3</sup>. 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>