Three-Year Check-In for New Programs

The creation and maintenance of graduate programs and certificates represents significant resource commitments by faculty and staff. Given these investments, in 2014 the Graduate Faculty Executive Committee (GFEC) established a “check in” process for newly approved programs and certificates prior to their first formal university review (which occurs in the fifth year.) Through this “check-in,” the GFEC hopes program faculty and staff will assess the implementation of their new program and determine what mechanisms may be needed for sustained student success.

Progress reports will be included on GFEC agendas, and program representatives may be asked to attend GFEC if additional information is requested. In the interest of brevity, please keep responses to 300 words or less.

Program Name
Graduate Certificate in Business Analytics

Term of First Enrollments
Fall 2018

Check-In Completed By
Richard Crabb & Mark Matosian

Date Completed
9-28-2021

Academic Quality and Student Success

1. Provide an update on any changes to the program’s curriculum and learning outcomes. Include a description of the program’s typical course modalities (face-to-face, online, asynchronous discussion, team or individual assignments) and if courses have evolved based on faculty or student feedback.

The Graduate Certificate in Business Analytics leverages existing courses to fulfil its requirements. As such, the Certificate does not influence courses or course offerings. As course offerings change, we maintain a list of courses that satisfy the Certificate requirements and ensure that new courses are added, if appropriate to the Certificate.

2. Please reflect on the diversity of your student population using the data provided by the Graduate School. What efforts have you made to recruit a diverse student population, and what inclusion efforts have you made to ensure the success of the diverse population of students in the program? What areas of opportunity exist for future recruitment of
diverse populations? (See here for Institutional statement and working definition of diversity.)

The Graduate Certificate in Business Analytics is not a program that actively seeks to bring in students. The Certificate is earned in addition to a MS or MBA. Students may not enroll solely to earn the Certificate.

Nevertheless, we receive many questions about this Certificate, and there is enthusiasm by the students to earn the Certificate, as evidenced by the number of students earning the Certificate in addition to their MS/MBA degrees.

3. The GFEC is interested to learn how departments balance faculty and staff teaching loads and responsibilities between new and existing programs. Discuss how the department or program is achieving balance, and what challenges supporting multiple programs may have created for teaching, student services, advising or funding. Also of interest is information on what if any assets are shared between programs, or additional benefits that have been realized.

The Graduate Certificate in Business Analytics leverages existing courses to fulfil its requirements. Being enrolled in the Certificate does not give students any priority in enrolling in courses. As such, the Certificate does not influence teaching loads. The number of courses that fulfil the requirements is extensive and students can earn the Certificate through enrollment in existing courses.

4. Please describe how your program has ongoing and broad faculty commitment, including governance, to ensure its continued success. If applicable, reflections from faculty and staff can be included here or as an appendix. Also consider if implementation of this program is supporting the Department and/or School/College’s current strategic goals.

The Graduate Certificate in Business Analytics is administered by Richard Crabb, Lecturer in Risk & Insurance, and Mark Matosian, WSB Director of Student Services. Together, Richard and Mark ensure that every student satisfies the requirements of the Certificate before awarding the student the Certificate.

There is strong demand for analytical courses, and this Certificate is awarded to many students each academic year. The demand for analytics is also seen in the recent addition of the MS in Business Analytics.
As a Certificate earned by many students each academic year, this Certificate supports the WSB’s strategic goal of a larger offering of graduate degrees and certificates that are in demand by students.

**Operations and Administration**

5. Explain through a brief narrative how the program has brought in NEW and ADDITIONAL students and met projected enrollment goals (required for non-pooled programs), and how overall enrollment in your related programs has remained steady (if relevant). Provide enrollment data from the past 3 years: See here for degrees & named options and here for capstone certificates. If unanticipated overlap with existing programs has resulted, discuss steps to mitigate the overlap.

*Non-pooled programs should also provide the updated budget template populated with data from the past year and current year, along with projections for the next 3-5 years. This updated budget template will also be reviewed by the Program Revenue Budget Committee.

The Graduate Certificate in Business Analytics is not a degree program in itself. It is earned by existing graduate students in the WSB. As such, this Certificate may only tangentially influence students to enroll. We field questions from prospective students asking how to earn the Certificate, and we tell them to enroll at the WSB in a graduate program.

Students earning the Certificate by academic year:
Fall 2018 – Spring 2019: 42
Fall 2019 – Spring 2020: 66
Fall 2020 – Spring 2021: 45

**MBA**
2019 35/104=34%
2020 38/78=48%
2021 29/65=44%

**MAcc**
2019 7/86=8%
2020 28/113=25%
2021 14/88=16%

6. **Funding Considerations**
a. For traditional/pooled programs – How is the program successfully funding its students?

b. For non-pooled programs – Refer to the updated budget template in addressing if the program has sufficient enrollment for sustainability. Discuss the current market outlook compared to the original marketing study and plans to grow or change the program to become sustainable.

The Graduate Certificate in Business Analytics is not a degree program in itself. It is earned by existing graduate students in the WSB. As such, there is no funding associated with this Certificate program.

7. If the program admits international students, describe how program processes address length of stay visa issues, online course restrictions, and needing ESL services.

The Graduate Certificate in Business Analytics is not a degree program in itself. It is earned by existing graduate students in the WSB. As such, this Certificate is not involved in admitting students.

8. Are there any issues impacting the program’s long-term sustainability? If so, what support would you like to help you succeed?

Under its current structure, the Graduate Certificate in Business Analytics relies on existing courses. For this reason, it is sustainable in the long-term. The Certificate does require administration and that work is handled by Richard Crabb and Mark Matosian as part of their roles at the WSB.