

1-16-2015

Graduate Curricula and Assessment Committee Meeting : 2015 : 01 : 16

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**USFSP KATE TIEDEMAN COLLEGE OF BUSINESS
GRADUATE CURRICULA AND ASSESSMENT COMMITTEE
GCAC
Minutes of Meeting: January 16, 2015, C.E.**

Present: James Fellows, Chair
Maria Corton
Wei Guan
Sharon Segrest
Alison Watkins, *ex officio*

Absent: Karin Braunsberger (excused)

The meeting was called to order by the chair at 3pm. The sole item on the agenda was a discussion of the newly proposed MBA concentration in Health Analytics. The full proposal follows at the end of these minutes. Dr. Watkins, speaking *ex cathedra*, presented an overview of the new program. The GCAC had previously discussed the proposal through email discussions. After further careful analysis and insightful questions from committee members the GCAC voted 4-0 to approve the new concentration. The chair stated that he will obtain the signatures of the Dean before sending the proposal over to the USFSP Graduate Council for their review. [This was all done subsequent to the meeting].

With no further business to discuss, the meeting was adjourned at 3:30pm.

Note: The GCAC had earlier approved via email discussion another agenda item. This was the offering of an elective in the MBA course in Summer 2015. The course will be taught by Mark Pezzo, Associate Professor of Psychology, and is *entitled Judgment and Decision Making*.

Respectfully Submitted by:

James A. Fellows

James A. Fellows, Ph.D, CPA
Chair and Amanuensis of the Committee

New Concentration Proposal
KTCOB – MBA Program
Start Date: Fall 2015

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i. Abstract:

Data analytics, predictive analytics, business intelligence, data mining and data warehousing are all terminology under the big data heading. Working with ‘Big Data’ is a trend which will only continue, as it is estimated by that “by 2024 the world's enterprise servers will annually process the digital equivalent of a stack of books extending more than 4.37 light-years to Alpha Centauri, our closest neighboring star system in the Milky Way Galaxy” (Gartner analyst Svetlana Sicular). Health care analytics is especially relevant to the Tampa Bay region because even in the smaller sample of Pinellas County, 10% of all those employed are employed in health care related occupations (http://www.pced.org/stats_forms/category.asp?id=1017). Therefore the audience for a concentration in Health Care Analytics is available and have requested this addition.

This concentration will consist of a subset of existing MBA electives which are currently offered as part of our track in Information Systems, repackaging and refocussing these courses and combining with our health care related electives provides a concentration for those employed or planning employment in all areas of the health care industry. The goal of the concentration is to produce graduates who will have the skills necessary to support the healthcare industry, manage large amounts of data, and make timely decisions based on that information.

The concentration objectives are as follows:

- Understand the intricacies of health care and its relationship to business
- Manage data analytics projects to ensure delivery of successful data analytics projects throughout its lifecycle
- Assess alternative approaches and infrastructures for implementing big data analytics
- Develop experience tackling industry- and organization-specific problems and challenges using advanced analytics and computational methods.
- Transform large data sets into actionable information in an easy-to-understand format to support organizational decision making through the use of advanced analytical tools.

ii. Concentration Name

Healthcare Analytics

iii. The Requirements

Students in the MBA program with the Healthcare Analytics concentration will complete twelve courses (36 credit hours). The core, which is completed by all MBA students, include the following six, 3-hour credit classes :

1. **FIN 6465 Financial Statement Analysis:** This course broadens and deepens the students' understanding of the issues involved in creating and analyzing the financial statements of firms. The course examines the economic underpinnings of the industry to improve the understanding of the information content of financial statements. Emphasis is given to the study of the construction of financial statements, the analysis of profitability and risk, and the concepts necessary to forecast financial statements.
2. **ECO 6419 Managerial Analysis:** This course applies micro-economic analysis and quantitative tools to analyze consumer and producer behavior, in terms of pricing, output, and other business decisions.
3. **BUL 6652 Regulatory and Reporting Environments of Business:** This course provides exposure to the regulatory and reporting environments that affect contemporary businesses, including study and analysis of current board of director topics and other governance matters. The course includes an overview of securities regulation, including the Sarbanes-Oxley Act, with coverage of corporate reporting issues, independence, transparency, and corporate governance analyses. The course coverage includes the uniform commercial code (UCC), contracts and torts considerations as affecting commercial enterprises.
4. **MAN 6766 Leadership and Corporate Accountability:** This course examines the perspective of the manager/facilitator/leader in light of personal, organizational, and societal needs judged by standards of effectiveness and ethics. Topics covered include: assessing the relationship between business, government and society; analyzing the nature and management of social responsibility in business organizations
5. **GEB 6368 Global Business Environment:** This course introduces students to key dimensions of international business activity, particularly as they influence the profitability of multinational corporations (MNCs). MNCs are defined as companies (large and small) who operate across two or more countries. For example, this course looks at political, regulatory, and socio-cultural environments, theories of international trade as well as foreign direct investment, country evaluation and selection, modes of international market entry, and aspects of firms' international competitiveness
6. **MAN 6782 Organizational Strategies for the 21st Century:** An integrated course that ties together concepts, principles, and skills useful in strategic management and strategic direction making with issues of ethics and responsibility in organizations in the 21st century.

The students in the Healthcare Analytics concentration will complete six electives from the following list of courses:

1. **ISM 6930 Data for Decision Making:** This course is designed to introduce knowledge management concepts and to provide an in depth focus on data-driven decision making in organizations and institutions. The models, tools, techniques, and theory of data-driven decision-making that can improve the quality of leadership decisions are examined through solution-based scenarios. (Course is being developed for Fall 2015)
2. **ISM 6930 Fundamentals of Data Management and Analysis:** An introduction to the concepts and principles of data management and analysis. Provides students with an understanding of database, data warehouse, data mining, and big data concepts so they can initiate and oversee efforts in data modeling, data analysis, and predictive analytics. (Course is being developed for Summer 2015)
3. **ISM 6930 IT Project Management:** This course is designed to provide knowledge, techniques and skills on business project management. It will focus on: (1) the foundations of project management - project integration, scope, time, cost, quality, human resources, communications, risk, and procurement; (2) the societal impact of failed and challenged projects; and (3) the trends of modern project management. (Currently offered regularly once or twice a year since Summer 2013)
4. **GEB 6930 Advanced Negotiation:** The purpose of this course is to develop knowledge and skills in the practical application of basic and advanced business negotiation process and strategy. We are offering this course in this concentration because the student populations will often be supply chain and purchasing agents for health care and will therefore be negotiating purchases and contracts. The course will cover a wide range of valuable topics related to the productive use of negotiation in a corporate environment. (Currently offered regularly once or twice a year since Fall 2014)
5. **ECO 6936 Health Care Economics:** Application of economic concepts and methods to health care topics such as demand for medical care, public and private health insurance, physician and hospital supply of medical care, government regulations, and national healthcare systems (Has been offered in the past, faculty available to revise).
6. **ISM 6436 Operations and Supply Chain:** This course provides an enthusiastic introduction to the increasingly popular concept of supply chain management (SCM). SCM concepts are at the heart of all modern business internal operations and external transactions. The course addresses each element in the operation of a successful supply chain including having the right quantity, quality, location, time, price, and information at each stage of the supply chain. An elaborate enterprise operations simulation program, ERPsim, will be used to illustrate SCM concepts and give students hands-on experience using SAP.
7. **Selected Topics:** (MAR 6930, ECO 6936, ISM 6940, MAN 6930, FIN 6930 and GEB 6930) may be offered that meet the needs of the concentration.

v. Total Hours

The program is 36 credit hours, 18 credit hours in MBA core courses and a further 18 credit hours in Healthcare Analytics concentration electives.

- vi. Budget Account Number: TBD**
- vii. Catalog Copy**

Copied from 2014-15 Catalog and amended where appropriate

Section 11 - Kate Tiedemann College of Business at USF St. Petersburg

In this section

[Master's of Business Administration \(M.B.A.\) Degree](#)

Healthcare Analytics Concentration

[Graduate Certificate in Leadership Management](#)

College of Business,
USF-St. Petersburg
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St. Petersburg, FL 33701

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College Dean: Dr. Gary Patterson

Associate Deans:

Undergraduate Programs: Mr. Robert Thompson

Graduate Programs: Dr. Alison Watkins

Accreditation:

The University of South Florida St. Petersburg is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (SACS). The College of Business is accredited by the Association for the Advancement of Collegiate Schools of Business (AACSB) International. AACSB International is the premier accrediting agency for bachelor's, master's, and doctoral degree programs in business administration and accounting, and as such is the most-widely recognized and sought-after endorsement of business schools.

Mission Statement:

The College of Business at USF St. Petersburg educates current and future professionals in the effective management and ethical leadership of organizations. We engage in theoretical and practical research as well as provide service to both the University and external community. We meet the demands of our diverse student population by preparing them for an increasingly global environment with both undergraduate and graduate degree programs. The College provides a diverse range of courses incorporating social responsibility, e-commerce, financial investments, taxation, cross-cultural management, forensic accounting, business strategy, and much more.

To prepare students for leadership roles in their careers, the College of Business offers an interdisciplinary approach that develops communication, technology, decision-making and teamwork skills. We also support our students' career goals through the Student Business Organization and workshops to enhance professional development.

Major Research Areas:

See individual departments.

Types of Degrees Offered:

Master of Business Administration (M.B.A.)

Name of Programs Offered:

Master of Business Administration (M.B.A.)

Concentrations:

Healthcare Analytics

Optional Focus Tracks:

Finance, Forensic Accounting, International Business, Managing Knowledge Resources, Management, Marketing Strategy, Corporate Social Responsibility.

Graduate Certificates Offered:

Leadership Management

MBA with Healthcare Analytics Concentration

Up one level

[Section 11 - Kate Tiedemann College of Business at USF St. Petersburg](#)

Concentration Admission Deadlines:

Fall:	July 1 for best consideration
Spring:	October 15 for best consideration

Minimum Total Hours:	36
Program Level:	Graduate Concentration

Contact information

Director:	Dr. Alison Watkins awatkins@usfsp.edu 727-873-4MBA
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Program Information:

The MBA with a Healthcare Analytics concentration provides valuable skills to those employed or anticipate being employed in the health care industry.

Admission Information

Must meet University requirements (see section of this catalog entitled *Graduate Admissions*) as well as requirements listed below.

Program Admission Requirements

Admission to the MBA program is open to all qualified people holding a four-year bachelor's degree from an accredited institution in the United States or the equivalent from a foreign country. The admissions decision is based on the following minimum requirements:
Graduate Management Admission Test (GMAT) of 500 or equivalent GRE score taken within the last five years and an upper level GPA of 3.0 or better; **or**

GPA of 2.5 or better in the upper 60 semester hours of degree-seeking coursework of the undergraduate degree; **and**

Total score of 1,100 or better using the following formula:

$(200 \times \text{GPA in the last 60 semester hours of degree seeking coursework}) + \text{GMAT score/equivalent GRE score}$

Eg: $\text{GPA}=2.8, \text{GMAT}=570 (200 \times 2.8) + 570 = 1130$

Students applying to the MBA program at USFSP may waive the GMAT under the following conditions:

1. The student must have an undergraduate degree from the College of Business at USFSP or any other institution/campus within the USF system; and
2. The student must have both a minimum 3.75 overall GPA and a minimum 3.75 GPA in all business courses within the last 60 hours of their degree program.
3. Only students who have earned the last 60 hours at USFSP or other USF institutions/campuses within the USF system qualify for this waiver.
4. **Note: Exemption from the GMAT exam does not guarantee admission to the MBA program.**

Degree Program Requirements

Prerequisites and Essential Course Modules

There are ten prerequisite courses to USFSP MBA Program:

- ACG 2021 Principles of Financial Accounting
- ACG 2071 Principles of Managerial Accounting
- ECO 2013 Macroeconomics
- ECO 2023 Microeconomics
- FIN 3403 Principles of Finance
- ISM 3011 Information Systems in Organizations
- ISM 3431 Operations Management
- MAN 3025 Principles of Management
- MAR 3023 Basic Marketing
- QMB 3200 Managerial Decision Analysis (Stats II)

Note: The present listing shows the prerequisites as they are named and with course numbers used in the USF System. Equivalent undergraduate courses from other AACSB accredited institutions will satisfy prerequisites. Similar courses from non-AACSB accredited institutions can satisfy prerequisites per the discretion of the USFSP College of Business Associate Dean.

In order for a prerequisite to be satisfied it must have been completed within seven years of a student's term of entry into the USFSP MBA program with a letter grade of B or better.

Students with unsatisfied prerequisites may complete the equivalent USFSP MBA Essentials Course Module(s). The MBA Essentials Course Modules are online, pass/fail and self-paced, providing newly admitted students a fast-track alternative to completing their prerequisites in the traditional classroom environment. Students also have the option to complete the respective undergraduate course(s) prior to beginning their graduate level study.

Students must complete all of their prerequisites by the end of their term of entry. Students with more than four unsatisfied prerequisites will be prohibited from beginning any graduate level coursework in the program. Students with four or less prerequisites may complete graduate level coursework in their term of entry per the discretion of the USFSP College of Business Associate Dean. Unsatisfied prerequisites will not prohibit an applicant from gaining acceptance to the USFSP MBA Program.

The MBA Program Requirements:

The program is 36 credits. The 18 hours of required courses consist of six 3-credit-hour courses:

ECO 6419	Managerial Analysis	3
BUL 6652	Regulatory and Reporting Environments	3
GEB 6368	Global Business Environment	3
MAN 6782	Organizational Strategies for the 21st Century	3
FIN 6465	Financial Statement Analysis	3
MAN 6766	Leadership and Corporate Accountability	3

Students must complete at least eighteen (18) hours of the masters program (including Managerial Analysis and Financial Statement Analysis) before enrolling in the formal exit course, Organizational Strategies for the 21st Century.

Healthcare Analytics Concentration

A further 18 credit hours is required through a combination of the following 3 credit courses:

- 1. ISM 6930 Data for Decision Making 3**
- 2. ISM 6930 Fundamentals of Data Management and Analysis 3**
- 3. ISM 6930 IT Project Management: 3**
- 4. GEB 6930 Advanced Negotiation 3**
- 5. ECO 6936 Health Care Economics 3**
- 6. ISM 6436 Operations and Supply Chain Process 3**

Selected Topics: (MAR 6930, ECO 6936, ISM 6940, MAN 6930, FIN 6930 and GEB 6930) may be offered that meet the needs of the concentration.