



Executive Memorandum 24-007

January 24, 2024

From: Stephen Perez, President 

Subject: Approval to Change the Name of the Option in Enterprise Information Systems within the Master of Business Administration

Upon the recommendation of the Academic Senate and with the concurrence of the Provost, I approve changing the name of the Option in Enterprise Information Systems within the Master of Business Administration to the **Option in Business Analytics**. The option will use CSU Code 05078 with a paired CIP Code of 30.7102. This change will be effective fall 2024.

Policy Title:	EM 24-007 Approval to Change the Name of the Option in Enterprise Information Systems
Contact:	College of Business
Supersedes:	
Revision:	
Enabling Legislation or Executive Order:	

Graduate Program Name Change

Current Program Name: Enterprise Information Systems

Propose Name Change to: Business Analytics

Complete only if applicable

Program named above is:

Option within

Master of Business Administration

(degree program name)

Certificate

Please attach the following required documents:

1. **Rationale for Change.** Provide as much detail as possible; rationale should address disciplinary convention, recruitment and employment issues, and titles used at other institutions. For Degree Name Changes see [Chancellor's Office requirements](#).
2. **Evidence of Consultation.** Provide evidence of consultation with faculty, students, and other stakeholders (staff, community members, etc.)
3. **Catalog copy of program.**

Required Signatures:

The Department of Information Systems, Finance & Accounting
has reviewed and approved this name change:

Nicholas Lynch

Chair, Department Curriculum Committee

Sep 25, 2023

Date

Emily Huang

Emily Huang (Sep 25, 2023 10:29 PDT)

Department Chair

Sep 25, 2023

Date

The College of Business
has reviewed and approved this name change:

Jennifer Duggan

Chair, College Curriculum Committee

Sep 25, 2023

Date

Suzanne Zivnuska

Suzanne Zivnuska (Sep 25, 2023 11:16 PDT)

College Dean

Sep 25, 2023

Date

Graduate Studies has reviewed and approved this name change:

Sharon Barrios

Dean of Graduate Studies

Sep 26, 2023

Date

Send completed form to Curriculum Services at zip 128; SSC 464B

Note: The department will be notified of the dates for EPPC, Academic Senate, and, if applicable, WASC and Chancellor's Office review.

K. O'Grady

9/26/23

The College of Business respectfully submits a formal proposal to rename the 'Enterprise Information Systems (EIS)' option within our Master of Business Administration (MBA) program to "Business Analytics (BANA)". This decision is based on extensive consultations with key stakeholders and insights drawn from market research data. Our external marketing partner, Everspring, has provided us with data that indicates that Business Analytics is one of the most in-demand areas of study for graduate studies. Additionally, International Education & Global Engagement (IEGE) has market research and data from affiliate partners and prospective international students that suggests Business Analytics is one of the most in demand graduate degrees. We believe that the Business Analytics will not only more accurately reflect the current Business Information Systems (BIS) faculty's teaching and research interests but also significantly enhance the clarity and precision of our communications, messaging, and marketing efforts aimed at prospective students, resulting in increased interest and, ultimately, enrollment in Chico State's MBA program.

There are four CSU campuses have MBA with business analytics programs. CSU Fullerton and CSU Stanislaus have the name "Business Analytics Concentration." CSU San Marcos uses "Business Analytics Option" for their program. The name used by CSU East Bay is "Analytics for Managers Concentration."

The BIS faculty voted 6-0 in favor of the name change from EIS to BANA. Faculty outside the BIS also gave strong endorsement of the name change. For example, one faculty said "In my view this [Business Analytics] is a more widely recognized degree domain." Another faculty said "I think this is a fantastic shift and will make it clearer and easier for all stakeholders to understand with merely a title what the program is about." One current MBA student in EIS option said that she was looking for business analytics program when she applied MBA but settle on EIS because that is what we have. Another MBA student said "it would be nice to have a business analytics specialization option." From the consultation of faculty and students, there is one concern on the STEM designation after the name change. Current MBA EIS Option is a STEM degree program. We are not sure if the new name of BANA Option will keep the STEM designation.

BUSINESS ADMINISTRATION MBA

More Information

Advising Requirement

Advising is mandatory for this program. Consult your department advisor or program coordinator for information.

The goal of the MBA program is to prepare students for challenging managerial positions in ever-changing international working environments. To accomplish this, the program provides its participants with the knowledge and skills necessary for effective managerial decision-making, the flexibility to pursue a general or moderately specialized business curriculum, and a basis for continued personal and professional growth. The program is designed for those with undergraduate degrees in any major. The MBA program has a campus-based program and a fully online program (<https://catalog.csuchico.edu/colleges-departments/college-business/business/mba-online/>).

More information about College of Business programs, with helpful advising information for first-year and transfer students, is available by contacting

Business Student Advising and Services (<https://www.csuchico.edu/cob/students/advising.shtml/>)

Glenn Hall 321

530-898-4480

Email: businessadvisor@csuchico.edu

Requirements for the Master of Business Administration

Completion of all requirements as established by the College of Business Graduate Committee, the Graduate Coordinator, and Graduate Studies to include:

1. Completion of an approved program consisting of at least 30 units of coursework.
 - a. At least 24 units must be 600-level.
 - b. At the discretion of the academic program, a maximum of 30 percent of the units counted toward the degree requirements may be special session credit earned in non-matriculated status combined with all transfer coursework. This applies to special session credit earned through Open University, or in courses offered for academic credit through Professional & Continuing Education. Correspondence courses and UC Extension coursework are not acceptable for transfer.
 - c. Not more than nine units of Independent Study (697), Directed Internship (689), and Master's Thesis (699); not more than six units of Master's Thesis (699).
2. The culminating activity requirement for all MBA options is met by the successful completion of BADM 693.
3. Approval by the College of Business Graduate Committee and the Graduate Council on behalf of the faculty of the University.

MBA Coursework

Course	Title	Units
ACCT 615	Accounting for Managers	3
BADM 693	Seminar in Strategic Management and Administrative Policy ¹	3
BSIS 610	Business Analytics	3
FINA 655	Seminar in Financial Management	3
MGMT 635	Seminar in Management	3
MGMT 647	Seminar in Leadership, Global Ethics, and Corporate Social Responsibility	3
MKTG 673	Seminar in Strategic Marketing	3
OSCM 607	Operations Planning and Execution	3
Select six units from the following: ²		6
400/500/600-level business courses		
Total Units		30

¹ BADM 693 is to be taken as part of the last nine units, or during the last semester of the graduate program.

² Courses in other colleges of the University may be substituted if approved by the Graduate Coordinator. Graduate Students enrolled in 400/500-level courses must earn a C- or higher for the course to count toward the degree.

The Option in Enterprise Information Systems

MBA students should declare the Enterprise Information System (EIS) option with Business Student Advising. Students who pursue this option must meet the MBA prerequisite requirements.

Students following this option abide by the same policies guiding the MBA degree. Advancement to Candidacy and the core required set of courses are the same as for the MBA degree. Students must complete the 24 units of required MBA courses. In addition to the 24 units of required MBA courses, students in the EIS option must complete an additional 9 units.

Prerequisites for Admission to Classified Status

The prerequisites for graduate study in business, plus the following two courses:

Course	Title	Units
BSIS 301	Enterprise Technology Integration	3
MINS 235	Database Design	3
Total Units		6

Requirements for the MBA with an Option in Enterprise Information Systems

Course	Title	Units
BSIS 620	Strategic Information System Management	3
MINS 526	Business Intelligence and Data Warehousing: Design and Development	3
Select three units from the following:		3
BSIS 444	Systems Project Management	
MINS 522	Enterprise Resource Planning: Systems Administration	
MINS 523	Enterprise Resource Planning: System Administration 2	
MINS 535	Database Administration	

MINS 536	Security and Privacy Issues in Information Technology	
MINS 537	Information Storage and Management	
MINS 546	E-Commerce and Cloud Computing in Business	
MINS 598	Special Topics in Management Information Systems	
MINS 689	Directed Internship	
MINS 697	Independent Study	
Total Units		9

The Option in Project Management

MBA students should declare the project management option with Business Student Advising. Students with an undergraduate project management emphasis should not enroll in this option. Students who pursue this option must meet the MBA prerequisite requirements.

Students following this option abide by the same policies guiding the MBA degree. Advancement to Candidacy and the core required set of courses are the same as for the MBA degree. Students must complete the 24 units of required MBA courses. In addition to the 24 units of required MBA courses, students in the project management option must complete an additional 9 units.

Requirements for the MBA with an Option in Project Management

Course	Title	Units
MGMT 644	Seminar in Project Management	3
MGMT 645	Teamwork, Negotiation, and Conflict Resolution	3
Select three units from the following:		3
AMAR 458	Project Management	
BSIS 620	Strategic Information System Management	
MGMT 470	Business Dynamics	
MGMT 489E	Practicum in Project Management	
MGMT 689	Directed Internship	
MGMT 697	Independent Study	
OSCM/AMAR 451	Quality Management	
Total Units		9

Graduate Grading Requirements

All courses in the major (with the exceptions of Independent Study - 697, Comprehensive Examination - 696, Master's Project - 699P, and Master's Thesis - 699T) must be taken for a letter grade, except those courses specified by the department as ABC/No Credit (400/500-level courses), AB/No Credit (600-level courses), or Credit/No Credit grading only. A maximum of 10 units combined of ABC/No Credit, AB/No Credit, and Credit/No Credit grades may be used on the approved program (including 697, 696, 699P, 699T and courses outside the major). While grading standards are determined by individual programs and instructors, it is also the policy of the University that unsatisfactory grades may be given when work fails to reflect achievement of the high standards, including high writing standards, expected of students pursuing graduate study.

Students must maintain a minimum 3.0 grade point average in each of the following three categories: all coursework taken at any accredited institution subsequent to admission to the master's program; all coursework taken at California State University, Chico subsequent to

admission to the program; and all courses on the approved master's degree program.

Students whose grade point average falls below 3.0 will be put on academic notice and after one additional semester without improvement may be disqualified from the program.

Continuous enrollment is required. At the discretion of the academic program, a maximum of 30 percent of the units counted toward the degree requirements may be special session credit earned in non-matriculated status combined with all transfer coursework. This applies to special session credit earned through Open University, or in courses offered for academic credit through Professional & Continuing Education.

Graduate Time Limit

All requirements for the degree are to be completed within five years of the end of the semester of enrollment in the oldest course applied toward the degree. See Master's Degree Requirements (<https://catalog.csuchico.edu/graduate-requirements/masters-degree-requirements/>) for complete details on general degree requirements.

Graduate Requirement in Writing Proficiency

Writing proficiency is a graduation requirement. All MBA students will be required to demonstrate their writing competency. Writing proficiency for the MBA must be demonstrated through successful completion of MGMT 647.

Prerequisites to Graduate Study in Business

Enrollment in graduate (600-level) MBA courses presupposes completion of the following courses with a C or higher.

Course	Title	Units
ACCT 201	Introduction to Financial Accounting	3
ACCT 202	Introduction to Managerial Accounting	3
ECON 103	Principles of Microeconomic Analysis	3
FINA 307	Survey of Finance	3
MATH 108	Statistics of Business and Economics	3
MKTG 305	Survey of Marketing	3

The prerequisite courses can often be substituted with equivalent courses from other universities. For more information about substitutions, students should contact Business Student Advising or the Graduate Coordinator.

Students with a non-business baccalaureate are encouraged to consider pursuing an MBA.

Students without an undergraduate business degree have a choice to take the six prerequisites as campus-based courses, or can fulfill the ECON 103, FINA 307, MATH 105/MATH 108, and MKTG 305 requirements by enrolling in an approved, online, self-paced set of modules. Details about fulfilling these four prerequisite courses with the self-paced modules are available on the MBA Program website (<https://www.csuchico.edu/cob/programs/mba/index.shtml/>) or by contacting Business Student Advising or the Graduate Coordinator.

Business Student Advising and the Graduate Coordinator will determine whether unmet prerequisites remain, and how to best fulfill the prerequisite requirements.

There are two basic ways to complete the prerequisites. Students who meet entrance requirements but lack the prerequisites may be admitted as "conditionally classified" in the MBA program while they take the necessary prerequisite courses. Alternatively, students may choose to complete most or all of the prerequisites, here or elsewhere, prior to admission to the program. Consult Business Student Advising or the Graduate Coordinator to determine which option will best meet your needs and which prerequisites you may have already completed.

Courses completed that are equivalent to the listed prerequisites (ACCT 201, ACCT 202, ECON 103, FINA 307, MATH 108, MKTG 305, or equivalents), must be less than 10 years old and students should have earned a C or higher in the course. Prerequisite equivalents completed 10 or more years ago, or where a grade lower than a C was earned, may need to be retaken. In a rare exception, some dated prerequisites may be waived if the applicant has extensive and current knowledge in a relevant area. For example, the program may waive the two accounting prerequisites for someone who was an accounting major and has been actively working in accounting.

Required Academic Leveling Courses

All admitted students are required to complete a series of academic leveling courses. The leveling courses ensure that students have the basic knowledge necessary prior to enrolling in 600-level courses. The academic leveling courses are fulfilled through a series of self-paced, online modules. Details about the academic leveling courses are available on the MBA Program website (<https://www.csuchico.edu/cob/programs/mba/index.shtml/>) or from Business Student Advising.

For students without an undergraduate business degree, the leveling courses can simultaneously fulfill some of the prerequisite requirements and the academic leveling requirement.

Waiver of the academic leveling requirement

Students may waive the leveling requirement if they have completed all the required prerequisite courses within the prior two years and earned a C or higher in each course. Waiver of prerequisites and the leveling requirement is subject to approval by Business Student Advising or the Graduate Coordinator.

Prerequisites for Admission to Conditionally Classified Status

1. Satisfactory grade point average as specified in Graduate and Postbaccalaureate Admission Requirements (<https://catalog.csuchico.edu/graduate-requirements/graduate-postbaccalaureate-admission-requirements/>).
2. Approval by the department and Graduate Studies.

The goal of the Graduate Admission Committee is to select candidates who will become effective managers in private and public organizations. Accordingly, applicants are evaluated on intellectual ability, demonstrated managerial ability and potential, and personal characteristics conducive to academic and professional success, such as maturity, motivation, interpersonal skills, leadership, and breadth of experience.

In its deliberations, the Admissions Committee looks for responsible academic performance and for qualities of personal development which promise career success. Specifically, the Committee reviews:

- a. The motivation to pursue graduate study in business and the potential to achieve a management position as evidenced in a written statement of purpose;
- b. Collegiate-level scholastic achievements (the entire undergraduate record, with particular emphasis on junior and senior years, and graduate record, if any, is examined for content and course grades.);
- c. The personal characteristics of the candidate which are conducive to academic and professional success, such as maturity, motivation, interpersonal skills, leadership, and breadth of experience, as reported in the applicant's resume, statement of purpose, and letters of recommendation.

The Admission Committee will operate in a manner consistent with and supportive of the ideals and goals of equal access and equal opportunity.

Prerequisites for Admission to Classified Status

Students must satisfy the prerequisites for graduate study in business identified above.

Advancement to Candidacy

In addition to any requirements listed above:

1. Classified graduate standing and completion at the University of at least nine units of the proposed graduate program.
2. Development of an approved program in consultation with Business Student Advising or the Graduate Coordinator.