

THE UNIVERSITY OF MICHIGAN  
REGENTS COMMUNICATION

ACTION REQUEST

SUBJECT: New graduate degree program in the Stephen M. Ross School of Business

ACTION REQUEST: Approval to offer a new Master of Science in Business Analytics, Stephen M. Ross School of Business

The Stephen M. Ross School of Business proposes a new graduate degree, the "Master of Science in Business Analytics." The proposed degree, developed over the past year by Ross School faculty and staff and approved by the Ross School governing faculty in May 2020, will provide a needed and complementary addition to the Ross School's other degree programs. The proposed program will be residential full-time, 10 months, with a June start. The target demographic is college graduates with 0 – 2 years of work experience.

The program will address a need for graduate-level education merging business and analytics, for which demand outpaces degree conferrals nationally. The proposed program is balanced between business and analytics content, producing graduates who can not only work with technical teams but also grow to manage teams and projects over time. The integration of business knowledge with analytics will differentiate this program from non-business data science and analytics programs, and in doing so, meet an important need identified by organizations globally. In addition to the increased emphasis on business knowledge and context, dimensions of differentiation also include action-based learning (a Ross School specialty for over 25 years) and RSB's extensive career development infrastructure to which students will have full access.

The Ross School has deep experience in launching and managing one-year Masters programs. The current portfolio consists of a Master of Management, Master of Accounting, and Master of Supply Chain Management. These programs are managed as a portfolio under a single program office that realizes back-office administrative efficiencies while honoring the aspirational and curricular differences among students and programs in the portfolio. Academic content will be reviewed and managed by the school's Faculty Council for One-Year Masters Programs.

We request that the Regents approve the offering of the graduate degree, Master of Science in Business Analytics. Pending approval, the first students will enter the program in June 2022, following further approval from the Michigan Association of State Universities.

Recommended by:



---

D. Scott DeRue  
Edward J. Frey Dean of Business  
Stephen M. Ross School of Business



---

Susan M. Collins  
Interim Provost and Executive Vice  
President for Academic Affairs