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To: Faculty Senate/Provost
From: Aakash Taneja
Date: March 17th, 2018
Re: Proposal for New Business Analytics Concentration

We highly appreciate Dr. Kraft and her committee for their work on proposing a new concentration in Business Analytics, to be a concentration within the B.S. in Business Studies.

According to Hindle and colleagues (2018), *“Business Analytics can be viewed as the intersection of a variety of disciplines, of which Operations Research, Machine Learning, and Information Systems are of particular relevance”*. With the advances in technology and market forces driving the demand for business analytics related jobs, this area has lots of opportunities.

Dr. Kraft and her committee has informed that their focus is on “Business Analytics”, primarily from operations research / management perspective. It is in contrast to the focus of information systems, which aims towards providing opportunities for professionals in various disciplines to realize advantages of “Data Analytics and Business Intelligence” from technological perspective.

Availability of both “managerial perspective” and “technological perspective” to Stockton students will provide them a choice to pick the area of their interest, and which they want to integrate in their profession.

We therefore believe that the Business Analytics concentration within the B.S. in Business Studies will be beneficial to students, and **very strongly** support our colleagues in their endeavor.

Thank you,



Aakash Taneja
CSIS Program Coordinator

Hindle, G., Kunc, M., Mortensen, M., Oztekin, A., & Vidgen, R. (2018). Business Analytics: Defining the field and identifying a research agenda - Call For Papers. *European Journal of Operational Research*. Retrieved February 21, 2018, from <https://www.journals.elsevier.com/european-journal-of-operational-research/call-for-papers/business-analytics-defining-the-field-and-identifying-a-rese>