SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS

New Course Request

Use this form to request a new common or unique course. Consult the system course database through for information about existing courses before submitting this form.

BHSU	College of Business	
Institution	**Division/Department**	
Pamela Carrivean	11/13/25	9/30/2025
Institutional Approval Signature		**Date**

Section 1. Course Title and Description

If the course contains a lecture and laboratory component, identify both the lecture and laboratory numbers (xxx and xxxL) and credit hours associated with each. Provide the complete description as you wish it to appear in the system course database, including pre-requisites, co-requisites, and registration restrictions.

Prefix & No.	Course Title	Credits
BADM 429	Predictive Analytics for Business	3

NOTE: The Enrollment Services Center assigns the short, abbreviated course title that appears on transcripts. The short title is limited to 30 characters (including spaces); meaningful but concise titles are encouraged due to space limitations in the student information system.

Course Description

This course examines methods for predicting future outcomes and trends to support evidence-based business decisions. Students will study approaches such as regression, classification, and forecasting, with an emphasis on applying predictive techniques to business contexts. The course highlights how predictive insights can guide strategy, reduce uncertainty, and create competitive advantage in a rapidly changing business environment.

NOTE: Course descriptions are short, concise summaries that typically do not exceed 75 words. DO: Address the content of the course and write descriptions using active verbs (e.g., explore, learn, develop, etc.). DO NOT: Repeat the title of the course, layout the syllabus, use pronouns such as "we" and "you," or rely on specialized jargon, vague phrases, or clichés.

Pre-requisites or Co-requisites (add lines as needed)

Prefix & No.	Course Title	Pre-Req/Co-Req?
BADM 220 Or MATH/STAT 281	Business Statistics Introduction to Statistics	Pre-req
BADM 321 Or MATH/STAT 481	Business Statistics II Probability and Statistics	Pre-req

BADM 459	Analytics	Pre-req

Registration Restrictions

Section 2. Review of Course

2.1. Will this be a unique or common course (*place an "X" in the appropriate box*)?

☒ **Unique Course**

If the request is for a unique course, institutions must review the common course catalog in the system course database to determine if a comparable common course already exists. List the two closest course matches in the common course catalog and provide a brief narrative explaining why the proposed course differs from those listed. If a search of the common course catalog determines an existing common course exists, complete the Authority to Offer an Existing Course Form. Courses requested without an attempt to find comparable courses will not be reviewed.

Prefix & No.	Course Title	Credits
DSCI 429	Predictive Business Analytics	3
CIS 368	Predictive Analytics	3

Provide explanation of differences between proposed course and existing system catalog courses below:

The proposed course, BADM 429 – Predictive Analytics for Business, covers key predictive methods such as regression, classification, and forecasting, and thus shares topical overlap with USD's DSCI 429 – Predictive Business Analytics. However, the two courses differ significantly in focus and educational positioning. USD's course emphasizes statistical and computational approaches, including data mining and simulation, and is oriented toward a data science perspective. In contrast, BADM 429 is designed as a School of Business course, centering on the application of predictive techniques to managerial decision-making. Students will move beyond simply building models to applying them in real business contexts such as demand forecasting, pricing strategies, risk assessment, and customer retention analysis. Course deliverables will likewise be tailored to business practice, requiring outputs such as executive reports, feasibility analyses, and ROI-driven presentations.

Furthermore, USD's DSCI 429 requires a prerequisite not offered at BHSU, which in practice prevents BHSU students from enrolling. Given this structural limitation, offering BADM 429 as a unique course is necessary to ensure equity and responsiveness to student demand within the system.

DSU's CIS 368 – Predictive Analytics also addresses predictive methods but focuses heavily on advanced machine learning algorithms such as neural networks, support vector machines, clustering, and association rules. Its prerequisite structure is grounded in computer science and mathematics, making it appropriate for information systems majors in a technically oriented curriculum. By contrast, BADM 429 is specifically tailored for business majors, emphasizing managerial applications of predictive analytics and enabling students to directly connect data analysis to strategic decision-making.

Accordingly, BADM 429 is clearly differentiated from existing system courses in terms of focus (technical analysis vs. business application), student audience (information systems/statistics majors vs. business majors), and learning outcomes (algorithm implementation vs. managerial reporting and decision support). This course does not duplicate existing offerings but instead serves as a core component of BHSU's forthcoming Business Analytics major. It equips students with the ability to leverage predictive insights in managerial contexts and directly contributes to meeting the workforce needs of South Dakota's regional economy.

☐ **Common Course** *Indicate universities that are proposing this common course:*

☐ BHSU ☐ DSU ☐ NSU ☐ SDSMT ☐ SDSU ☐ USD

Section 3. Other Course Information

3.1. Are there instructional staffing impacts?

☐ **No.** Replacement of _____
(course prefix, course number, name of course, credits)
*Attach course deletion form

Effective date of deletion: Click here to enter a date.

☒ **No.** Schedule Management, explain below: Existing faculty within the College of Business will be assigned to teach this as part of their normal teaching load.

☐ **Yes.** Specify below:

3.2. Existing program(s) in which course will be offered (i.e., any current or pending majors, minors, certificates, etc.): This will be a required course in the proposed Business Analytics specialization.

3.3. Proposed instructional method by university *(as defined by AAC Guideline 2.4.3.A)*:
R - Lecture
Please provide a brief description of how the course is appropriate for the instructional method, as defined in AAC Guidelines.

3.4. Proposed delivery method by university *(as defined by AAC Guideline 2.4.3.B and 2.4.3.B(A-1))*:
Face-to-Face B01
Internet B15

3.5. Term change will be effective: Fall 2026

3.6. Can students repeat the course for additional credit?
☐ Yes, total credit limit: _____ ☒ No

3.7. Will grade for this course be limited to S/U (pass/fail)?

☐ Yes ☒ No

3.8. Will section enrollment be capped?

☒ Yes, max per section: 35 ☐ No

3.9. Will this course equate (i.e., be considered the same course for degree completion) with any other unique or common courses in the common course system database?

☐ Yes ☒ No

If yes, indicate the course(s) to which the course will equate (add lines as needed):

Prefix & No.	Course Title

3.10. Is this prefix approved for your university?

☒ Yes ☐ No

If no, provide a brief justification below:

Section 4. Department and Course Codes (Completed by University Academic Affairs)

4.1. University Department: 6U

4.2. Banner Department Code: BSCB

4.3. Proposed CIP Code: 30.7102

Is this a new CIP code for the university? ☒ Yes ☐ No

NEW COURSE REQUEST
Supporting Justification for On-Campus Review

Susan Dana	Susan Dana	10-6-25
Request Originator	**Signature**	**Date**
Adam Bailey	AB	10-6-25
Department Chair	**Signature**	**Date**
MD MATT DOSKA		10/7/25
School/College Dean	**Signature**	**Date**

1. Provide specific reasons for the proposal of this course and explain how the changes enhance the curriculum. This course will be a required course in the proposed Business Analytics specialization. This course will enable students to understand the role of data visualization in turning business data into actionable knowledge. Students will learn how to design and interpret visual representations of data that uncover patterns, support decision-making, and communicate insights effectively.

2. Note whether this course is: ☒ Required ☐ Elective

3. In addition to the major/program in which this course is offered, what other majors/programs will be affected by this course? none

4. If this will be a dual listed course, indicate how the distinction between the two levels will be made.

5. Desired section size 35

6. Provide qualifications of faculty who will teach this course. List name(s), rank(s), and degree(s). Sanjuka Johana Lemonge, PhD, Instructor

7. Note whether adequate facilities are available and list any special equipment needed for the course. None

8. Note whether adequate library and media support are available for the course. Yes

9. Will the new course duplicate courses currently being offered on this campus?
   ☐ Yes ☒ No
   If yes, provide justification.

10. If this course may be offered for variable credit, explain how the amount of credit at each offering is to be determined.

11. Add any additional comments that will aid in the evaluation of this request.