**Program Approval Form**

**Action Requested:**
- [X] Modify Existing (check ALL that apply)
  - Title (SCHEV approval required except for minors)
  - Concentration (Choose one)
  - Degree Requirements
  - Admission Standards/Application Requirements
  - Other Changes:

**Type (Check one):**
- B.A.
- B.S.
- M.A.
- M.S.
- M.Ed.
- Minor (req. C3 approval)
- Undergraduate Certificate* (req. C3 approval)
- Graduate Certificate*
- Bachelor's/Accelerated Master's
- Other:

**College/School:**
Submitted by: [Signature]

**Effective Term:**
Fall 2016

**Justification:** (attach separate document if necessary)
- Corrected type on original form; GBUS 738 created previously

**Program Title:** (Required)
Title must identify subject matter. Do not include name of college/school/department.

**Concentration(s):**

**Admissions Standards/Application Requirements:** (Required only if different from those listed in the University Catalog)

**Degree Requirements:**
Consult University Catalog for models, attach separate document if necessary using track changes for modifications

**Courses offered via distance:** (if applicable)

**TOTAL CREDITS REQUIRED:**

**Existing**

<table>
<thead>
<tr>
<th>Program Title</th>
<th>New/Modified</th>
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</thead>
<tbody>
<tr>
<td><strong>DATA ANALYTICS MS</strong></td>
<td><strong>GBUS 738: Data Mining for Business Analytics</strong></td>
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<tr>
<td>Business Analytics</td>
<td>GBUS 738: Data Mining for Business Analytics</td>
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<tr>
<td>GBUS 748: Data Mining for Business Analytics</td>
<td>GBUS 739: Advanced Data Mining for Business Analytics</td>
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<tr>
<td>GBUS 739: Advanced Data Mining for Business Analytics</td>
<td>GBUS 720: Marketing Analytics</td>
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<td>GBUS 720: Marketing Analytics</td>
<td>GBUS 721: Marketing Research</td>
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<td>GBUS 721: Marketing Research</td>
<td>GBUS 744: Fraud Examination</td>
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<td>GBUS 744: Fraud Examination</td>
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</tbody>
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**Approval Signatures**

Department: [Signature]
Date: [3/1/16]

Provost's Office:
Date: [Required for Minors and Interdisciplinary Programs]

If this program may impact another unit or is in collaboration with another unit at Mason, the originating department must circulate this proposal for review by those units and obtain the necessary signatures prior to submission. Failure to do so will delay action on this proposal.

<table>
<thead>
<tr>
<th>Unit Name</th>
<th>Unit Approval Name</th>
<th>Unit Approver's Signature</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SCHOOL OF BUSINESS</strong></td>
<td>KEVIN ROENEKANN</td>
<td>[Signature]</td>
<td>3/1/16</td>
</tr>
</tbody>
</table>

**For Minors and UG Certificates only (Cross-College Curriculum Committee Approval)**

C3 Committee Member: [Provision Office]

For Graduate Programs Only

Graduate Council Member: [Graduate Council Approval Date]