

2017-2018 Graduate Catalog Amendments

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ADD LENEXA ADDRESS

17101 W. 87th Street Parkway
Lenexa, KS 66219

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COURSE LOCATIONS TABLE

Add:

MBA: Quality Management (offered online)

From:

ME: Urban Technology

To:

ME Teacher Leadership: Urban Educations

From:

ME: Adult Education

To:

ME: Leading Adults & Organizational Learning

From:

MPA: Business, Government & Global Society

To:

MPA: Global Governance

Master of Science: Information Systems and Business Analytics

Add Online.

Add Offered in Lenexa

Post-Bachelor Certificate

Global Governance

Disaster & Emergency Management

Homeland Security

Nonprofit Leadership

Master

Business Administration

Business Administration – Disaster Emergency Management

Business Administration – Finance

Business Administration – General

Business Administration – Homeland Security

Business Administration – Human Resource Management

Business Administration – International Business

Business Administration – Management Accounting

Business Administration – Management Information Systems

Business Administration – Project Management

Business Administration – Quality Management
Healthcare Administration
Healthcare Administration – Disaster Emergency Management
Healthcare Administration – Finance
Healthcare Administration – General
Healthcare Administration – Homeland Security
Healthcare Administration – Human Resource Management
Healthcare Administration – International Business
Healthcare Administration – Management Accounting
Healthcare Administration – Management Information Systems
Healthcare Administration – Project Management
Healthcare Administration – Quality Management
Public Administration – Criminal Justice administration
Public Administration – Disaster Emergency Management
Public Administration – Global Governance
Public Administration – Management Information Systems
Public Administration – Nonprofit & Community Services Management
Public Administration – Project Management
Public Administration – Public Management

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MAYMESTER

From: May 21 – June 1, 2018

To: May 14 – May 27, 2018

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TUITION AND FEES

From:

Graduate

Veterans (includes Veterans, Veteran Dependents, Reservist Dependents, and National Guard Dependents)..... \$485

To:

Graduate

Veterans (includes Veterans and Veteran Dependents using GI Bill, Reservist Dependents, and National Guard Dependents)..... \$485

Add: If a student account is sent to an agency for collection and/or legal action, the account balance plus all collection fees (up to 33.3%) and legal fees will be paid by the student.

Delete: Homeland Security Courses – Face-to-Face..... \$385/ credit hour

Delete: Homeland Security Courses – Online..... \$400/ credit hour

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STATE AUTHORIZATIONS

Add:

GRADUATE PROGRAMS

California: Park is a private institution approved to operate by the California Bureau for Private Postsecondary Education, Bureau for Private Postsecondary Education, 2535 Capitol Oaks Drive, Suite 400, Sacramento, CA, 95833; 916-431-6959.

For California Bureau for Private Postsecondary Education complaint information, please see: <http://www.bppe.ca.gov/enforcement/complaint.shtml>.

Contact: Bureau for Private Postsecondary Education 2535 Capitol Oaks Drive, Suite 400
Sacramento, CA 95833 916-431-6924 FAX: 916-263-1897

Kansas: Park is authorized to operate by the Kansas Board of Regents, 1000 SW Jackson St., Suite 520, Topeka, KS, 66612; 785-296-3421.

For Kansas Board of Regents complaint information, please contact:

Jacqueline G. Johnson

Director, Private/Out-of-State Postsecondary Education

1000 SW Jackson, Ste 520

Topeka, KS 66612

785-296-4917

jjohnson@ksbor.org

Missouri: Park is exempt from reporting to the state of Missouri.

Texas: Park is authorized to operate by the Texas Higher Education Coordinating Board, Box 12788, Austin, TX, 78711; 512-427-6225.

For Texas Higher Education Coordinating Board complaint information, please see:

<http://www.thecb.state.tx.us/index.cfm?objectid=C9BD55D4-C5A3-4BC6-9A0DF17F467F4AE9>.

Contact:

Texas Higher Education Coordinating Board College Readiness and Success Division

P.O. Box 12788

Austin, Texas 78711-2788

Studentcomplaints@thecb.state.tx.us

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From:

4+1 Undergraduate to MBA or MHA Programs

With the approval of the Director of the MPA Program and Associate Dean of the Hauptmann School of Public Affairs, undergraduate students in public administration who have completed at least 60 credit hours with at least a 3.0 GPA may apply to take up to 12 credit hours of graduate courses towards the MPA. A student electing this option will take the selected courses during th senior year and must be enrolled in at least 12 semester credit hours total of undergraduate and graduate classes each semester

To:

4+1 Undergraduate to MBA and MHA

The 4+1 Program allows undergraduate students in business (all majors) with at least 60 undergraduate credit hours and a cumulative grade point average 3.0 on a 4.0 scale to take graduate coursework in the MBA or MHA program, which will not only count towards fulfilling their undergraduate degree requirements, but will also count toward the completion of the MBA or MHA program. Qualified students may take up to 12 credit hours (4 courses) from the MBA or MHA curriculum, which will reduce the time necessary to complete the graduate degree from two years to as little as one year following the completion of the undergraduate degree (see table below). Students must be enrolled in at least 12 semester credit hours combined of undergraduate and graduate classes each semester that he or she is taking MBA or MHA credits under this option.

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From: PA 589 Theoretical Perspectives of Terrorism

To: PA 559 Global Comparative Emergency Management

(pg. 96 & 105)

From: PA 559 Global Comparative Emergency Management

To: PA 589 Theoretical Perspectives of Terrorism

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Add:

School of Business

Master of Science Information Systems and Business Analytics

Vision Statement

Park University's Master of Science in Information Systems and Business Analytics will be the premier provider of graduate education in information systems and analytics.

Mission Statement

Park University's Master of Science in Information Systems and Business Analytics provides students with the technical, managerial, and strategic acumen necessary to leverage information technology and data to maintain a competitive advantage and improve operational outcomes.

Program Learning Outcomes

The graduates will be able to:

- Develop and maintain the information systems necessary to support the functional, operational, and strategic needs of domestic and multinational organizations.
- Determine the most efficient and effective methods of leading and managing the resources to support a firm's information systems and technology.
- Evaluate technology alternatives to resolve complex problems in an information systems context while taking into consideration internal and external constraints and the ethical implications.
- Formulate a plan to effectively collaborate and communicate with key stakeholders (business, HIMMS, and IT professionals) in order to achieve corporate or functional level goals and objectives.
- Establish an organization-wide information security risk management program designed to isolate significant internal and external threats while concurrently designing and implementing contingency, business continuity, and disaster recovery plans.
- Evaluate the usefulness of information technology to achieve a competitive advantage, efficient operations, and effective decision-making.
- Analyze large datasets for the purpose of uncovering hidden patterns, predicting future trajectories, and then using the resultant information to aid organizations in making well-informed operating, marketing, financing, and strategic decisions.

Admission Requirements

The Master of Science in Information Systems and Business Analytics will require applicants to meet the same admissions requirements as any other graduate program in business.

1. A baccalaureate degree from a regionally accredited college or university in the U.S. or from an accredited foreign institution of higher learning.
2. Minimum of a 2.75 cumulative grade point average on a 4.0 scale from all colleges and universities attended.
3. Students with a cumulative grade point average below 2.75 may be considered for conditional admission. Submission of additional documentation may be required by the Program Director.

Admission to Park University's Master of Science in Information Systems and Business Analytics program is open to graduates of all fields of undergraduate study.

Types of Admission

Students will be admitted to the Master of Business Administration program with one of the following admission statuses:

1. **Full Admission** – Applicants who meet all admission requirements and the Graduate Admissions office has received all necessary documents, are granted full admission.
2. **Provisional Admission** – Students may be admitted to a program on a provisional basis and their admission status will be classified as “provisional.” The provisional status will be removed when applicants submit test scores or other required documents. Students accepted provisionally must submit complete and satisfactory records before completing 12 credit hours in the graduate program.
3. **Conditional Admission** – In certain exceptional cases, a student who does not meet the minimum grade point average requirement, but who presents other evidence of ability to succeed in a graduate program, may be granted provisional admission by the director of the graduate program in which the applicant is applying, in concurrence with the dean or designee. The probationary status may be removed after the student has demonstrated academic ability by maintaining a “B” average for the first six credit hours of graduate courses, with no grade lower than a “B”.

Sequential Degree

The MS in ISBA program is a participant of the Sequential Degree option. This provides the opportunity to graduate alumni of the College of Management at Park University to receive up to 12 credit hours in course substitutions towards the completion of the MS in ISBA degree. Alumni from Park graduate programs that are not aligned under the College of Management are not eligible to participate in the sequential degree options. They may receive up to 9 credit on transfer credit. Additional information can be found in the graduate catalog on page 88.

Graduation Requirements

The Master of Science in Information Systems and Business Analytics will be required to meet the following requirements in order to be conferred their degree:

1. Completion of a total of 36 credit hours of graduate coursework, which includes 24 hours in the core curriculum and 12 hours in the concentration.

2. Must have a minimum cumulative graduate grade point average of 3.0 after completing all required coursework.
3. May have no grade lower than a “C” and no more than six (6) hours grades “C” in graduate courses taken at Park University at the time of graduation.
4. Submit application for graduation within the established deadlines.

Format of Courses

- Online: Students can meet all course requirements through an online format.
- Blended: All ground courses are offered using a blended delivery format. This means that each weekly class session includes a physical classroom and online component. In this format, students are expected to complete assigned readings, review supplemental materials, and complete certain assignments prior to the class session. During the class sessions, the instructors will facilitate in-class activities that promote collaborative learning and provide opportunities to apply learned concepts. Blended courses are offered in Kansas City, MO.
- The MS in ISBA. courses are offered in the 8-week accelerated format.

Master of Science Information Systems and Business Analytics

Degree Requirements

Required – 36 hours, 3.0 GPA

Degree Requirements		24 cr.
CIS 600	Management Information Systems	3 cr.
CIS 601	System Analysis and Design	3 cr.
CIS 602	Database Management Systems	3 cr.
CIS 603	Information Security and Risk Management	3 cr.
CIS 604	Project Management for Information Technology	3 cr.
CIS 605	Data Analysis and Business Analytics	3 cr.
MBA 576	Operations Management	3 cr.
CIS 610	Capstone in Information Systems	3 cr.

Concentration in Business Analytics 12 cr.

The concentration in Business Analytics is designed to prepare the graduate student to use big data to revolutionize business operations, in much the same way as information and communication technologies (ICT) have changed corporate America. Students will learn to undertake big data projects intended to improve operational performance; strengthen managerial decision-making; predict demand and outcomes; and leverage the resultant information to gain a distinct competitive advantage in the marketplace.

CIS 606	Applied Data Mining and Analysis of Big Data	3 cr.
CIS 607	Survey of Predictive Analytical Techniques	3 cr.
CIS 608	Web and Marketing Analytics	3 cr.
CIS 609	Data Visualization	3 cr.

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Add:

Computer Information Systems

CIS 600 Management Information Systems. 3 cr.

This course focuses on analyzing the use of information by organization and the different types of information systems. It explores the technological, managerial, and organizational considerations of information systems. The theoretical foundations of information systems and their development, uses, operations, management oversight, control, structure, and impact will be explored. The analysis of information within the organization, the nature of characteristics of computerized information systems, usage of information systems and technology to change the organizational structure and/or work process and culture will be addressed. In addition, the course will emphasize the usefulness of information technology to achieve a competitive advantage, efficient operations, and effective decision-making.

CIS 601 Systems Analysis and Design 3 cr.

System analysis and design are core, interconnected, components of system development. This course focuses on an in-depth assessment of the methodology, tools, and techniques involved in designing an information system for an enterprise, including a detailed study of the system’s development life cycle. More specifically, students will learn how to use agile management to turn a set of user requirements into a logical system specification, and then take that specification and use it to design an information system for an enterprise. *Prerequisite: CIS 600 is normally taken before this course; however, the Program Director may make an exception.*

CIS 602 Database Management Systems 3 cr.

This course will explore techniques used to design databases and database management systems. Topics such as relational and non-relational databases; knowledge databases (knowledgebase); database operations; data repositories, warehouses, and marts; and data mining will be covered. This course will examine common sources of big data and big data architecture, issues pertaining to the security and privacy of big data and how to identify data that is needed to produce the information and knowledge necessary to answer business questions. The basic structure of queries and structured query language (SQL) will be covered. *Prerequisite: CIS 600 is normally taken before this course; however, the Program Director may make an exception.*

CIS 603 Information Security and Risk Management. 3 cr.

This course will stress the necessity for establishing an organization-wide information security risk management program designed to isolate and external threats through the application of technical security evaluations. In addition, this course will explore the risks associated with using wireless networks and permitting remote access to corporate information, as well as an examination of current and future administrative, physical, and technical security safeguards. Contingency, business continuity and disaster recovery planning will be covered along with applicable laws and regulations dealing with security and privacy. Finally, students will be exposed to applicable federal, state, and local, and international laws and regulations pertaining to the privacy and security of data and information stored, transmitted, or received through information systems. *Prerequisite: CIS 600 is normally taken before this course; however, the Program Director may make an exception.*

CIS 604 Project Management for Information Technology. 3 cr.

This course will draw attention to the similarities and differences between traditional and agile project management. The iterative nature of agile management and how this method

uses cross functional input to make informed determinations on the next steps in a project will be emphasized. Explore and apply the skillset needed to successfully manage a project using the constraints of scope, time, cost, and quality for an information system application in business. Current technical and behavioral tools of project management are covered within the context of the information systems development process. *Prerequisite: CIS 600 is normally taken before this course; however, the Program Director may make an exception.*

CIS 605 Data Analysis and Business Analytics. 3 cr.

This course focuses on how to make well-formed and more expedient business decisions using data. Students will be exposed to advanced analytic techniques commonly employed in organizations of all sizes and structures, such as text analytics, machine learning, predictive analytics, data mining, statistics, and natural language processing. In addition, the synergies associated with analyzing previously untapped data coupled with existing enterprise data will be explored in terms of making sound business decisions. Furthermore, this course will evaluate common sources of big data, the big data life cycle, big data architecture framework, issues pertaining to the security and privacy of big data and how to identify data that is needed to produce the information and knowledge necessary to answer business questions. *Prerequisite CIS 600 is normally taken before this course; however the Program Director may make an exception.*

CIS 606 Applied Data Mining and Analysis of Big Data. 3 cr.

This course will emphasize the extraction, transformation, and preparation of data from traditional relational databases, NoSQL, or software ecosystems such as Hadoop for analytical purposes. Students will be introduced to data wrangling, munging, and scraping of both structured and unstructured data. Furthermore, students will also be introduced to parallel computing for big data such as MapReduce and query languages like Apache Hive. An overview of data mining tools and techniques used to realize unseen patterns will be examined through the application of traditional statistical analysis and machine learning techniques. *Prerequisite: CIS 600 and MBA576 is normally taken before this course; however, the Program Director may make an exception.*

CIS 607 Survey of Predictive Analytical Techniques. 3 cr.

This course addresses the foundation of using predictive statistics on big data sets to guide the decision-making process. The focus will be on applied examples using realistic data associated with marketing research and operations. Models implemented include multiple logistic regression, principle component analysis, factor analysis, propensity score matching, classification, decision trees, and clustering with analytical estimations using spreadsheet software or SPSS. Hypotheses formulation and testing, sampling methodologies, determining an appropriate sample size, levels of significance, confidence intervals, interpreting results (p-value and critical value approaches), and the application of A/B testing will be covered. In addition, market basket analysis and product launch models will be explored. Finally, students will be introduced to exporting models into operating systems (OS). *Prerequisites: CIS 600 and MBS576 is normally taken before this course; however, the Program Director may make an exception.*

CIS 608 Web and Marketing Analytics. 3 cr.

This course will emphasize the application and accurate interpretation of web analytics and other social media platforms for purposes of understanding and optimizing web and

social media usage and business intelligence. Students will work with Goggle Analytics and other web analytical platforms to judge performance throughout the customer lifecycle and ascertain the return on investment (ROI) on a firm’s web and marketing programs. *Prerequisite: CIS 600 is normally taken before this course; however, the Program Director may make an exception.*

CIS 609 Data Visualization 3 cr.

This course provides the students an opportunity to perform analyses and dashboards in business intelligence applications. Emphasis is placed on knowing the needs and exceptions on internal and external stakeholders, identifying proper metrics, and the best approach to display them for different end users. Dashboards will be built for implementation on both desktops as well as tablet devices using Tableau. Students will identify key performance indicators (KPIs) and how they may be effectively used across different levels of the organization to achieve business optimization. Finally, students will be introduced to the concept and application of balanced scorecards in business settings. *Prerequisites: CIS 600 is normally taken before this course; however, the Program Director may make an exception.*

CIS 610 Capstone in Information Systems. 3 cr.

This capstone course focuses on the integration and synthesis of previous knowledge in information systems and the student’s concentration of choice. More specifically, students will analyze and synthesize relevant data and user requirements, and then utilize this information to develop and implement recommendation that may assist a firm in maintaining its competitive advantage in a highly dynamic environment. *Prerequisite: This course is typically taken at the end of the program; however, the Program Director may make an exception.*

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Add:

Remote Proctoring

Park University has instituted remote virtual proctoring of the final exam for *online students only* in certain classes (not all Park online courses require proctoring – check the course’s syllabus for requirements). Final exams in these designated courses (see: <https://pdl.park.edu/proctor/>) are taken online under the virtual supervision of the ProctorU during a specific window of time set in the course modules. Students will need *both to register* with ProctorU *and to schedule* each exam with ProctorU at least 72 hours ahead of time.

ProctorU creates an academic record for each test-taker that is handled with the strictest adherence to Family Educational Rights and Privacy Act (FERPA) (URL: <http://www.ed.gov/policy/gen/guid/fpco/ferpa/index.html>) guidelines. All of ProctorU proctors are required to complete FERPA training and ProctorU was successfully audited for FERPA compliance by the American Association of Collegiate Registrars and Admissions Officers (AACRAO) (URL: <http://www.aacrao.org>).

Park University policies related to remote virtual proctoring are publically viewable here: Park Distance Learning – Academic Policies – **Park University Online Proctoring Policy Page.**
URL: <http://www.park.edu/park-distance-learning/academic-policies.html>