DATE: April 8, 2019

TO: Phillip Anzalone, Chair

College Council Curriculum Committee

FROM: Curriculum Subcommittee

Viviana Vladutescu, Zheng Zhu and Ashwin Satyanarayana (Chair)

RE: Final Report for New Program BS in Data Analytics in Economics, Proposal 18-10

**Proposal Overview**

The Department of Social Science of the School of Arts and Sciences propose a Bachelor of Science (BS) degree program in Data Analytics with an applied focus in Economics. (a) A strong labor market, (b) growing enrollment trends at colleges nationally in recently developed data analytics degree programs, together with a (c) wide range of internship programs and opportunities offer strong evidence that the field of data analytics with an application in Economics is one that offers an excellent opportunity as a field of study for our students. The proposal includes 9 new Economics courses required for the degree.

**Rationale**

There is currently no equivalent bachelor’s level data analytics program with a focus in Economics within CUNY. A four-year degree program at City Tech would offer training for graduates of CUNY two-year AS degree programs, including those at the Borough of Manhattan Community College, Bronx Community College, and Kingsborough Community College. A *Forbes*[[1]](#footnote-1) report noted that the New York metropolitan area ranks among the top three big data employment markets nationwide. In a survey conducted at City Tech classrooms in Spring 2018 across several courses, 67% were interested in the proposed program (N=361).

**Strengths**

* This program has strong *interdisciplinary potential*, as the skills and applied focus of the degree could have applications across the Behavioral and Social sciences and other disciplines.
* The skills attained through this proposed program will prepare students for *entry-level* positions across a number of industries and occupations, including finance, public policy, real estate, environmental analysis, digital media, research and development, industrial organization, behavioral economics, and corporate finance. This proposal includes core applied courses in Economics, Mathematics and Computer Systems Technology.
* The program will prepare students who choose to enter a *masters’ level* program, such as the Master of Science program in data analytics at the CUNY School of Professional Studies and the Master of Arts in Data Analytics and Applied Social Research at Queens College.

**Weaknesses**

None

**Subcommittee Activities**

The proposal was received on February 11th of 2019, and the subcommittee formed on February 13th, 2019. The subcommittee communicated via email and delivered minor changes for the Proposers on March 13th, 2019. After receiving the revised proposal, the subcommittee reviewed the changes and then held a meeting with Provost August, Associate Provost Brown, Dean Vazquez-Poritz, Kim Cardascia, Department Chair Peter Parides and the proposers on March 29th, 2019. Final revisions to the proposal were completed after additional suggestions were made. A public hearing was held on April 4th, 2019 where members of the College community asked questions and voiced their support for the proposal.

1. Louis Columbus. “Where Big Data Jobs will be in 2016.” *Forbes/Tech*, Nov. 16, 2015. <https://www.forbes.com/sites/louiscolumbus/2015/11/16/where-big-data-jobs-will-be-in-2016/#57590406608c> [↑](#footnote-ref-1)