

August 21st, 2013

Randy Smith, Vice Provost for Academic Affairs
Office of Academic Affairs
203 Bricker Hall
190 North Oval Mall
Columbus, Ohio 43210-1358

Dear Randy:

The Fisher College of Business has reviewed and supports the proposed undergraduate major in Data Analytics. Based on a recent meeting with you, Dean Williams and Dean March, I did want to reinforce the need to identify sufficient resources to provide for the marketing of the new program to current, incoming, and prospective students. We also believe that resources in the area of advising, career management, and faculty oversight of the cohorts will be critical to the success of the program. We recommend identifying, and reaching out to current students who are on the right track for completing the Data Analytics major already. This could result in a cohort of current sophomores and juniors who could be informed of this new opportunity. The ability to deliver an early cohort of students out of this program would be helpful for both attracting new students and exciting prospective employers. This important, industry driven, interdisciplinary initiative will attract high quality students to the university. The major fits with the discovery themes highlighted in the university's strategic plan and will support our eminence mission.

We at Fisher are eager to collaborate with the College of Arts & Sciences and the College of Engineering by delivering a Business Analytics Specialization in the Data Analytics major.

Sincerely,



Christine A. Poon
Dean and John W. Berry, Sr. Chair in Business

Office of the Dean