



Academic Master Plan 2026-27 through 2035-36

RES 252617

AAC, BPC

- RESOLVED:** That the Academic Senate approves the addition of the MS degree in Applied Analytics to the Academic Master Plan.
- RESOLVED:** That the Academic Senate approves the addition of the BM in Music Teacher Preparation Concentration to the Academic Master Plan as approved by Senate in RES 242504.
- RESOLVED:** That the Academic Senate approves the implementation of the BA degree in Ethnic Studies to the Academic Master Plan as approved by Senate in RES 242517.
- RESOLVED:** That the Academic Senate approves the removal of the BA and BS in Natural Sciences from the Academic Master Plan.
- RESOLVED:** That the Academic Senate approves the removal of the BA in Latina/o/x and Chicana/o/x Studies from the Academic Master Plan.
- RESOLVED:** That the Academic Senate approves the attached Academic Master Plan.
- RATIONALE:** The Academic Master Plan was updated to reflect changes Senate approved in RES 242512. In addition, major changes include the implementation of the BM in Music Teacher Preparation Concentration, the addition of the BA in Ethnic Studies, and the removal of the BA in Latina/o/x and Chicana/o/x Studies. Although the MS in Applied Analytics was removed last year, a new proposal was received and approved as an addition. The Academic Master Plan was also updated to include the addition of the most recently completed program review dates and updates to the dates for the next scheduled program review for several programs.

Attachments:

CSU Bakersfield AMP 2026-27 through 2035-36 clean
CSU Bakersfield AMP 2026-27 through 2035-36 tracked
Projected Degree Proposal- Masters of Science in Applied Analytics

Distribution List:

Academic Senate

California State University, Bakersfield
9001 Stockdale Hwy. • 22 EDUC • Bakersfield, CA 93311

President
Provost and Vice-President for Academic Affairs
Vice-President for Student Affairs and Strategic Enrollment Management
AVP Academic Affairs and Dean of Academic Programs
AVP for Faculty Affairs
College Deans
Dean of Antelope Valley
Dean of Extended Education and Global Outreach
Dean of Libraries
Associate Deans
Department Chairs
General Faculty

Approved by the Academic Senate: December 4, 2025

Sent to the President:

President Approved:

CAMPUS ACADEMIC PLAN
Existing and Projected Degree Programs
2026-27 through 2035-36
California State University, Bakersfield

College or Division and Degree Program Title	Existing Degree Type				Projected Program and Originally Approved Implementation Year	Academic Year of Most Recently Completed Program Review	Academic Year of Scheduled Program Review
	Bachelor’s	Master’s	Doctoral	Other			
College of Arts and Humanities							
Art	BA					2017-18	2024-25
Communications	BA^^@					2022-23	2027-28
English	BA	MA				2024-25	2028-29
History	BA	MA				2015-16	2021-22
Mass Communication		MA			MA 2026		
<u>Music</u>	<u>BA, BM</u>					2019-20	2026-27
Philosophy	BA					2022-23	2027-28
Religious Studies	BA					2021-22	2026-27
Spanish	BA	MA				2011-12	2025-26
Theatre	BA					2018-19	2024-25
College of Business and Public Administration							
<u>Business Administration</u>	<u>BS</u>	<u>MBA</u>				2014-15	2021-22
<u>Economics</u>	<u>BS</u>					2019-20	2026-27
Environmental Resource Management	BS					2021-22	2026-27
Health Care Administration		MS				2025-26	2029-30
<u>Public Administration</u>	BA	<u>MPA</u>				2017-18	2023-24
Agricultural Business	BS					2018-19	2026-27
College of Natural Sciences, Mathematics, and Engineering							
Biochemistry	BS					2020-21	2027-28
Biology	BS	MS				2020-21	2026-27

CAMPUS ACADEMIC PLAN
Existing and Projected Degree Programs
2024-25 through 2033-34
California State University, Bakersfield
(continued)

College or Division and Degree Program Title	Existing Degree Type				Projected Program and Originally Approved Implementation Year	Academic Year of Most Recently Completed Program Review	Academic Year of Scheduled Program Review
	Bachelor's	Master's	Doctoral	Other			
Chemistry	BS					2020-21	2027-28
<u>Computer Engineering</u>	<u>BS</u>					2018-19	2026-27
Computer Science	BS	MS				2019-20	2026-27
<u>Electrical Engineering</u>	<u>BS</u>					2018-19	2026-27
Engineering	BS					2018-19	2026-27
Environmental Sciences					BS 2021		
Geology	BA, BS	MS				2021-22	2026-27
Human Biological Sciences	BA					2020-21	2026-27
Mathematics	BS	MAT*				2021-22	2027-28
Mechanical Engineering					BS 2026		
<u>Nursing</u>	<u>BS</u>	<u>MS</u>	DNP			2022-23	2028-29
Physics	BS					2022-23	2027-28
Public Health	BS						2027-28
College of Social Sciences and Education							
Anthropology	BA	MA*				2022-23	2027-28
Child Adolescent and Family Studies	BA					2018-19	2025-26
Counseling		MS				2015-16	2025-26
Counseling Psychology		MS				2019-20	2025-26
Criminal Justice	BA					2016-17	2025-26
<u>Education</u>		<u>MA</u> ^@				2018-19	2025-26

* Suspended program

^ Offered only through self-support

^^ Offered through both state-support and self-support

@ Online program

Note: Underlined programs are nationally accredited subject areas

CAMPUS ACADEMIC PLAN
Existing and Projected Degree Programs
2024-25 through 2033-34
California State University, Bakersfield
(continued)

College or Division and Degree Program Title	Existing Degree Type				Projected Program and Originally Approved Implementation Year	Academic Year of Most Recently Completed Program Review	Academic Year of Scheduled Program Review
	Bachelor's	Master's	Doctoral	Other			
<u>Educational Administration</u>		<u>MA</u>				2025-26	2029-30
<u>Educational Leadership</u>			<u>EdD</u>				2025-26
Ethnic Studies	BA				2025		2029-30
Kinesiology	BS	MS [^] @				2018-19	2025-26
Liberal Studies	BA					2022-23	2027-28
Political Science	BA					2013-14	2025-26
Psychology	BA					2019-20	2025-26
<u>Social Work</u>		<u>MSW</u> ^{^^}				2023-24	2028-29
Sociology	BA ^{^^} @	MA*				2021-22	2027-28
<u>Special Education</u>		<u>MA</u>				2025-26	2029-30
Interdisciplinary and Other							
General Education						2020-21	2027-28
Honors						2024-25	2028-29
Interdisciplinary Studies	BA	MA*				2023-24	2027-28

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CAMPUS ACADEMIC PLAN
Existing and Projected Degree Programs
202~~5~~-27~~6~~ through 203~~4~~-3~~5~~
California State University, Bakersfield

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	Bachelor's	Master's	Doctoral	Other			
College of Arts and Humanities							
Art	BA					2017-18	2024-25
Communications	BA^^@					2022-23	2027-28
English	BA	MA				20 24-25 17-18	2023-24 2028-29
History	BA	MA				2015-16	2021-22
Mass Communication		MA			MA 2026		
<u>Music</u>	<u>BA</u> , <u>BM</u>				<u>BM 2022</u>	2019-20	2026-27
Philosophy	BA					2022-23	2027-28
Religious Studies	BA					2021-22	2026-27
Spanish	BA	MA				2011-12	2018-19 2025-26
Theatre	BA					2018-19	2024-25
College of Business and Public Administration							
<u>Business Administration</u>	<u>BS</u>	<u>MBA</u>				2014-15	2021-22
<u>Economics</u>	<u>BS</u>					2019-20	2026-27
Environmental Resource Management	BS					2021-22	2026-27
Health Care Administration		MS				20 25-26 11-12	2018-19 2029-30
<u>Public Administration</u>	BA	<u>MPA</u>				2017-18	2023-24

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Existing and Projected Degree Programs
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(continued)

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	Bachelor's	Master's	Doctoral	Other			
Agricultural Business	BS					2018-19	2025-26 2026-27
Accounting					MS 2020		
Applied Analytics					MS 2019		
College of Natural Sciences, Mathematics, and Engineering							
Biochemistry	BS					2020-21	2027-28
Biology	BS	MS				2020-21	2026-27
Chemistry	BS					2020-21	2027-28
<u>Computer Engineering</u>	<u>BS</u>					2018-19	2025-26 2026-27
Computer Science	BS	MS				2019-20	202 65 -27 6
<u>Electrical Engineering</u>	<u>BS</u>					2018-19	202 65 -27 6
Engineering	BS					2018-19	202 65 -27 6
Environmental Sciences					BS 2021		
Geology	BA, BS	MS				2021-22	2026-27
Human Biological Sciences	BA					2020-21	2026-27
Mathematics	BS	MAT*				2021-22	2027 6 -28 7
Mechanical Engineering					BS 2026		
Natural Sciences	BA*, BS*					2023-24	2030-31

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California State University, Bakersfield
(continued)

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	Bachelor's	Master's	Doctoral	Other			
<u>Nursing</u>	<u>BS</u>	<u>MS</u>	DNP			2022-23	2028-29
Physics	BS					2022-23	2027-28
Public Health	BS						2027-28
College of Social Sciences and Education							
Anthropology	BA*	MA*				2022-23	2027-28
Child Adolescent and Family Studies	BA					2018-19	2025-26
Counseling		MS				2015-16	2025-26
Counseling Psychology		MS				2019-20	2025-26
Criminal Justice	BA					2016-17	2025-26
<u>Education</u>		MA^@				2018-19	2022-23 2025-26
<u>Educational Administration</u>		MA				2025-26 16-17	2029-30 2-23
<u>Educational Leadership</u>			EdD				2025-26 2-23
<u>Ethnic Studies</u>	BA				2025		2029-30
Kinesiology	BS	MS^@				2018-19	2025-26
Latina/o/x and Chicana/o/x Studies					BA 2019		
Liberal Studies	BA					2022-23	2027-28
Political Science	BA					2013-14	2025-26
Psychology	BA					2019-20	2025-26
<u>Social Work</u>		MSW^^				2023-24	2028-29

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CAMPUS ACADEMIC PLAN
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California State University, Bakersfield
(continued)

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	Bachelor's	Master's	Doctoral	Other			
Sociology	BA^^@	MA*				2021-22	2027-28
<u>Special Education</u>		<u>MA</u>				20 25-26 15-16	20 29-30 22-23
Interdisciplinary and Other							
General Education						2020-21	2027-28
Honors						20 24-25 3-24	20 28-29 8-29
Interdisciplinary Studies	BA	MA*				2023-24	2027-28

* Suspended program

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DEVELOP A NEW PROGRAM

Projected Degree Proposal Template

Title of Projected Degree	Masters of Science in Applied Analytics
Degree Designation (e.g., BS)	MS
Projected Implementation Date	Spring 2027
Campus	Bakersfield
College	Business and Public Administration
Department	Economics
Contact Name(s) and Email(s)	S. Aaron Hegde, shegde@csub.edu

1. **Delivery mode of program:** Face-to-Face ☐ Hybrid ☐ Online ☒

2. **Support Mode:** State-Support ☐ Self-Support ☒

3. **A brief summary of the purpose for and description of the projected degree:**

The Master of Science in Applied Analytics will prepare students with advanced skills in data collection, modeling, visualization, and interpretation. The program emphasizes quantitative reasoning, statistical literacy, and applied learning across industries such as agriculture, energy, public sector, and business services. Delivered fully online and asynchronously, the program will provide flexible, accessible graduate education for working professionals throughout California's Central Valley and beyond. This interdisciplinary program addresses a regional need for professionals capable of leveraging data to drive decisions, ensuring graduates are workforce-ready with both technical and communication competencies.

4. **List the projected program learning objectives:**

Graduates will be able to:

- Analyze and interpret complex data sets from various business sectors*
 - Demonstrate understanding of core analytics knowledge*
 - Organize and synthesize data*
 - Perform data visualizations and demonstrate data storytelling*
- Critical Thinking and Analytical Reasoning*
 - Apply statistical techniques to solve business problems*

- b. Demonstrate structured coding language
- 3. Communicate insights effectively to stakeholders
 - a. Written communication:
 - b. Oral communication:
- 4. Understand ethical considerations in data analytics
 - a. Evaluate impact of decisions on various stakeholders
 - b. Exercise responsible and ethical usage of AI and related technology

5. Proposed CIP code: 52.1301 Quantitative Methods, Analysis, Business Analytics

6. For new degree programs that are not already offered in the CSU, **provide a compelling rationale** explaining how the proposed subject areas constitute a coherent, integrated degree program that has potential value to students and that meets CSU requirements for an academic program at the undergraduate or graduate level. *N/A*

7. The projected program's fit and relevance within the scope of campus strategic academic planning:

The program supports CSUB's Strategic Goals:

- Goal 1 – Student Success: Expands graduate access through online learning and applied curriculum.
- Goal 2 – Academic Excellence and Innovation: Develops cross-disciplinary, data-driven problem solvers.
- Goal 3 – Community Engagement and Regional Impact: Addresses Central Valley workforce needs in analytics, supporting sectors such as energy, agriculture, and public administration.
- Goal 4 – Organizational Sustainability: Utilizes online delivery to expand enrollment efficiently and sustainably through EEGO (self-support).

This program reinforces CSUB's role as a regional hub for workforce development in applied analytics and technology-enabled industries.

8. Anticipated student demand: Provide projections in the table below and identify the evidence you have used to make these projections (e.g., US Bureau of Labor Statistics).

	At Initiation	After 3 Years	After 5 Years
Number of Majors (Annual)	10	40	60
Number of Graduates (Cumulative)		30	70

a. Evidence:

- i. UPCEA (2025) labor analysis projects 10% job growth in analytics-related fields in the Central Valley by 2035, with 20%+ growth for data scientists and statisticians.
- ii. 56% of current undergraduates and 50% of alumni expressed strong or moderate interest in pursuing a master's program in analytics at CSUB, particularly if offered online.

iii. *EAB Enrollment Insights (2024) show online graduate programs in analytics experience 18-20% enrollment growth in the first two years when coupled with strategic digital recruitment efforts*

- b. For undergraduate programs with expected numbers of majors less than 10, and master's programs with expected numbers of majors less than 5, include a statement of commitment from the Provost demonstrating support for the sustainability of the program. *N/A*

9. Workforce demands and employment opportunities for graduates: Describe the demands and opportunities, as well as the evidence you have used to make these claims.

- *Regional job growth: 10% in analytics-related occupations (2025–2035).*
- *Top titles: Data Scientist, Business Intelligence Analyst, and Management Analyst.*
- *Median salary: \$87,382 in the Central Valley; competitive with state and national averages*
- *Top Industries: Mnnagement and technical consulting (37.4%), state government (15.4%), and public admin*

10. Other relevant societal needs:

- *Supports ethical data use and AI literacy, addressing a statewide priority.*
- *Expands educational equity by offering an affordable, flexible online graduate degree accessible to rural and underrepresented communities in California's Central Valley.*
- *Fosters data-informed decision-making across public and private sectors, advancing regional innovation.*

11. An assessment of the required resources and the campus commitment to allocating those resources: Provide a narrative description of resources that will be needed at initiation, after three years, and after five years. **Note:** Approval of this proposal by campus entities represents the campus commitment to allocating these resources.

- *At Initiation (Year 1): Canvas and online course development support via EEGO; Digital marketing and recruitment; Access to technology; Program Co-ordinator.*
- *After Three Years: Continued recruitment efforts to sustain program.*
- *After Five Years: Establishment of stackable graduate certificates; additional instructional design to support continued growth; possible research collaborations with research centers*

12. a. Description of Campus Approval Process

1. *MS AA Program Committee*
2. *BPA Curriculum Committee*
3. *Dean, BPA and Dean, EEGO*
4. *Academic Affairs (AVP, Academic Programs and Provost)*
5. *Academic Senate*
6. *President*

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b. Approval Signatures