



UMass Amherst’s Educational Effectiveness Plan (EEP) provides departments with an ongoing structure for conducting systematic inquiry into the effectiveness of their efforts to support student success. Departments initially developed and submitted their EEP inquiry plans and evidence gathering strategies in spring 2018 and are asked to provide updates on their progress on a regular basis. EEP activity is also incorporated into the University’s strategic planning process – with departments including their EEP progress and findings into their 2021 Strategic Planning Refresh. What follows is the department’s most current reporting, as synthesized by the Office of Academic Planning and Assessment (OAPA).

Operation and Information Management EEP

Identify the evidence you currently use (beyond GPA) to determine that your undergraduates have achieved the objectives you have for them.

Currently, assessment is primarily conducted with school-level learning objectives. The OIM department currently collects data related to student satisfaction, median salary, and placement rate within three months of graduation.

The OIM department has an advisory board, consisting of OIM alumni from a variety of industries, with whom we meet to ensure that we are preparing our OIM students as effectively as possible for careers related to Operations and Information Management.

Please describe the focus of your inquiry and explain why this inquiry is important to your department right now.

Line of Inquiry 2018: A review of the OIM curriculum will be conducted to assess the prerequisite structure and required and elective designation of courses.

Progress your department has made toward addressing your line of inquiry, and the types of evidence that you have collected to inform your inquiry.

The OIM curriculum committee developed an initial set of learning objectives in Spring 2018 that were collectively shared with the OIM faculty. At that time, the learning objectives were discussed at a departmental meeting and the learning objectives were revised based on input from the faculty. The curriculum committee discussed how the evidence would be collected and assessed, including the method and the source. In the spring of 2019, the curriculum committee began the process of curriculum mapping, whereby faculty members were invited to identify the topics covered in their individual courses that were relevant to the departmental learning objectives. This line of inquiry has allowed the department to assess whether the learning objectives were aligned with the OIM curriculum. Also, during this time, the prerequisite structure for required courses and elective courses was examined. Faculty were asked for input. The first data collection took place in the fall of 2019 in OIM 310 Manufacturing

& Service Operations Methods, a course that is taken by more than 95% of our majors, and in OIM 350 Business Intelligence & Analytics, a course that is taken by 100% of our majors.

What are your department's next steps regarding your continuing and/or upcoming EEP line of inquiry?

Going forward, the curriculum committee intends to share the results of this data collection with the rest of the faculty and to follow up in a departmental meeting to discuss possible evidence-based changes in curricular areas as well as assessment areas. Within OIM 350, changes have already been planned for Spring 2020 to improve learning. The process in itself has proven to be valuable because it has led to a deeper discussion of our learning objectives established in 2018. In summary, we will be discussing changes to curricular alignment as it relates to individual courses and pathways.

In Spring 2020, we will update and revise the learning objectives based on the findings from the pilot phase of data collection in OIM 350 and OIM 310. We will also collect an additional round of data in OIM 350 and OIM 310. In Fall 2020, we will discuss ways in which to disseminate the SLO's to students and faculty. In Spring 2021, we will collect additional data related to the learning objectives.

What are the Student Learning Objectives for your department or program(s)?

Operations and Information Management, B.B.A.

- Students demonstrate understanding of the concepts, diagrams, and query language of relational databases.
- Students understand the concepts and structure of data warehouses and can effectively utilize on-line analytical processing (OLAP) techniques.
- Students can apply management science modeling methodologies and subsequent “what-if” analysis to business scenarios.
- Students demonstrate knowledge of standard business processes and the application of process improvement techniques.