SPECIAL REPORT

OF THE

ACADEMIC MATTERS COUNCIL

concerning

NAME CHANGE FOR THE INFORMATION SYSTEMS CONCENTRATION IN THE OPERATIONS & INFORMATION MANAGEMENT MAJOR (#4743)

Presented at the
776th Regular Meeting of the Faculty Senate
March 8, 2018

COUNCIL MEMBERSHIP

ACADEMIC MATTERS COUNCIL

Neal Abraham, Wesley Autio, Martha Baker, Carol Barr, Brian Beck, Allison Butler, Marcy Clark, Catherine Dimmitt, Sharon Domier, Diane Flaherty, Laura Francis, Mark Guerber, Jennifer Heuer, Maeve Howett, Patrick Kelly, Kathryn Lachman, Nancy Lamb, Meredith Lind, Linda Lowry, Pamela Marsh-Williams, Roberta Marvin, Ernest May, David Morin, Ruthann Paradise, Jennifer Randall, MJ Peterson, Linda Shea, Chair, Kelly Smiaroski, Ben Stone, Kregg Strehorn, Patrick Sullivan, Nancy Symmes, Jack Wileden, Rebecca Woodland

ACADEMIC MATTERS COUNCIL

The Academic Matters Council recommends approval of this proposal.

Please describe your proposal

The name of the concentration should be changed to “Information Systems and Analytics”, replacing the current “Information Systems”.

Provide a brief overview of the process for developing the proposal.

During meetings in Fall 2017, the OIM Faculty discussed the issue of better communicating to students, parents, and recruiters what careers the OIM major prepares students for. Discussion has focused, in part, on eliminating the considerable confusion and misunderstanding amongst parents, prospective and current students and recruiters about the three concentrations within the major. Discussion has also taken into account industry’s growing acceptance of ‘analytics’ to identify the subject matter of much of our curriculum. The current titles of the three concentrations are: (i) Integrated Operations and Information Management; (ii) Supply Chain
Sen. Doc. No. 18-047

Management; and (iii) Information Systems.

At the department meeting on October 6, 2017, the OIM faculty unanimously voted to rename two of the tracks in the OIM undergraduate major to clarify what they comprise:

- The first track should be changed to “Integrated Operations Management and Analytics”, replacing the current “Integrated Operations and Information Management”; and
- The third track should be changed to “Information Systems and Analytics”, replacing the current “Information Systems”.

Purpose and Goals

*Describe the proposal's purpose and the particular knowledge and skills to be acquired.*

These clarifying changes would better communicate the academic preparation our students receive on all fronts:

- Recruiters have commented being confused by the vague and potentially misleading names of these two tracks. Once recruiters have worked with the OIM major for a while, they are generally extremely interested in our graduates, and excited by the knowledge of analytics that OIM majors have.
- Whereas the content of the second track, “Supply Chain Management”, is clearly communicated, parents and prospective students often have difficulty understanding what the first and third tracks involve. Our explanations invariably clarify that our course content involves descriptive, diagnostics, prescriptive and predictive analytics.

Resources

*If this proposal requires no additional resources, say so and briefly explain why. If this proposal requires additional resources, explain how they will be paid for. For proposals involving instruction, indicate how many new enrollments are expected and whether the courses have room to accommodate them.*

Just a change of title.

Curriculum

*Provide a curriculum outline showing degree program requirements, requirements of any existing concentrations, requirements of proposed concentration, and how they relate. You may include this outline and any additional documents as attachments below.*

Just a change of title.

MOTION: That the Faculty Senate approve the Name Change for the Information Systems 21-18 Concentration in the Operations & Information Management Major, as presented in Sen. Doc. No. 18-047.