Sen. Doc. No. 14-026

SPECIAL REPORT

of the

ACADEMIC MATTERS AND PROGRAM AND BUDGET COUNCILS

concerning

THE CREATION OF CONCENTRATIONS IN THE OPERATIONS AND INFORMATION MANAGEMENT MAJOR

Presented at the
734th Regular Meeting of the Faculty Senate
February 20, 2014

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Sen. Doc. No. 14-026

ACADEMIC MATERS COUNCIL

Background
The Operations & Information Management (OIM) Department proposes to establish three concentrations in its BBA major: (1) Supply Chain Management; (2) Information Systems; and (3) Integrated Operations & Information Management. The goal of the proposed change is to better prepare students for distinct career paths in OIM. There is no change to the total number of credits required in the major, just in the way the credits are distributed. Students in the OIM major are required to take at least five OIM courses. In the proposed system, the five courses will be distributed as: 1 course from an Operations Management core; 1 course from an Information Management core; and 3 courses from a concentration course list. The course lists for the concentrations are provided in the proposal.

AMC Recommendation
At its meeting on January 22, 2014, the Academic Matters Council recommended approval of the proposed concentrations in the OIM major.

PROGRAM AND BUDGET COUNCIL

The three proposed concentrations rely on courses currently being offered within the OIM department and do not change the number of credit hours required in the major. The proposed concentrations will better guide OIM students in selecting coursework that aligns with their academic and career plans. This revision within the major is supported by departmental faculty.

At its meeting on December 18, 2013, the Program and Budget Council approved the Creation of Concentrations in the Operations and Information Management Major.

MOVED: 23-14 **That the Faculty Senate approve the Creation of Concentrations in the Operations and Information Management Major, as presented in Sen. Doc. No. 14-026.**

UNIVERSITY OF MASSACHUSETTS AMHERST
OFFICE OF THE SECRETARY
THE FACULTY SENATE

PROGRAM REVISION APPROVAL FORM

35 COPIES REQUIRED

PROGRAM TITLE: **Creation of concentrations in Operations & Information Management Major**

PLEASE CHECK: GRADUATE **UNDERGRADUATE X**

DEPARTMENT Operations & Information Management **HEAD/CHAIR: Iqbal Agha**

SCHOOL OR COLLEGE Isenberg School of Management **DEAN: Mark A. Fuller**

Submission Date: October 10, 2013 **Proposed Starting Date: January 1, 2014**

I. PROPOSAL DEVELOPMENT

A. Describe the Proposal.

The Operations & Information Management Department offers the BBA major in Operations & Information Management (OIM). The number of majors in the department is growing as are the number of employers that recruit undergraduate students in this major. The department proposes to establish three concentrations within the OIM major: (1) Supply Chain Management; (2) Information Systems; (3) Integrated Operations & Information Management. These concentrations will better identify academic tracks and the related career opportunities to students and to the companies that hire these students.

The three proposed concentrations, Supply Chain Management, Information Systems, and Integrated Operations & Information Management, require courses that are currently being offered in the OIM department and do not change the number of credit hours required in the major. An overview of the proposed requirements is given by the Degree Checksheet (attached PDF Degree Checksheet OIM Proposed Fall 2013). As part of the BBA core, all Isenberg BBA students are required to take Introduction to Information Systems (OIM 210) and Introduction to Operations Management (OIM 301). As OIM majors, students are required to take one Operations Management Core course (either OIM 310 Manufacturing and Service Operations Methods or OIM320 Quality Management), and one Information Management Core course (either OIM451 Project Management Business Processes, OIM452 Enterprise Systems, or OIM453 Business Intelligence and Analytics). OIM Majors are also required to take three courses from among the courses in their selected concentration, for a total of five courses in the OIM major (the same total as in the current program). In addition, they may take other OIM courses when satisfying their upper-level elective requirement.

B. Provide a brief overview of the process for developing the Proposal.

The OIM faculty have discussed the need for establishing the three concentrations at department meetings during the 2012-2013 academic year and at the beginning of the Fall 2013 semester. The faculty all agree that the concentrations will better guide our students in selecting coursework that aligns with their academic and career aspirations, enabling them to be better prepared for entry levels jobs.

II. PURPOSE AND GOALS

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

Students in the OIM major can pursue careers in two general areas of corporate specialization (supply chain management, information systems), which align with the areas of concentration that are being proposed. Career opportunities within these areas differ in terms of academic preparation and in the job titles and descriptions associated with these career paths. Further, corporate recruiters view these areas as being distinct career paths. Additional details are provided below and in the proposed OIM Requirements Checklist.

- In the Supply Chain Management area, corporate recruiters seek to fill positions such as replenishment specialist, procurement specialist, master scheduler, inventory analyst, and associate buyer. Academic preparation for this career path includes coursework in Supply chain management, logistics, transportation, and quality management. Companies that hire our students for these positions desire the knowledge and skillset that these courses provide. The Supply Chain Management concentration provides students with a list of courses that they can select from to obtain more specialized knowledge of the Supply Chain area. The concentration also provides a label that makes it easier for recruiters to identify students who have decided to pursue a more focused specialization in Supply Chain Management.

- In the Information Systems area, corporate recruiters seek to fill positions such as Information Technology (IT) Analyst, Systems Analyst, Business Advisory Associate, and Systems Integration Consultant. Academic preparation for this career path includes coursework in Business Intelligence, Systems Analysis, Enterprise Systems, and Project Management. The Information Systems concentration provides students with a list of courses that they can select from to obtain more specialized knowledge of the Information Systems area. The concentration also provides a label that makes it easier for recruiters to identify students who have decided to pursue a more focused specialization in Information Systems.

- The Integrated Operations & Information Management concentration allows students to take a broader educational perspective, obtaining some course work in both Supply Chain Management and Information Systems. While these students may not take as many courses in one area of specialization, they are qualified for some career opportunities in both areas and thus may pursue this concentration while trying to ascertain which concentration is the best fit for them. They can thus interview for both types of positions and continue to learn about these areas of specialization through the interview process. This integrated concentration is also appealing to students and recruiters who are focused on a Supply Chain related position that requires more advanced use of technology.

Further evidence of the need to differentiate these concentrations is provided by corporate recruiters who come to the OIM major in the Isenberg School to recruit for both the Supply Chain Management and the Information Systems career paths. For example, BJs Wholesale Grocers, BOSE, Macy's Logistics, and C&S Wholesale Grocers now recruit OIM majors for both career paths. The positions that our OIM graduates are recruited into are located in different departments within these organizations and provide very different paths for new hires.

In summary, OIM majors have the opportunity to take a set of electives that provides better academic preparation for their desired career path, and the department needs a means to clearly identify these distinct academic and career opportunities to both students and corporate recruiters.

II. 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.

There are no additional resources required. These concentrations require no new additional courses. The existing set of courses offered by the department will continue to be offered. The new degree checklist lists the courses that are specific to each of the concentrations.

NAME: _____ **ID**: _____ **DATE:** _____

REQUIREMENTS CHECKSHEET

New Program: *Applicable to majors who declared after September 1, 2013*

Operations and Information Management (30 credits)

Sem	Grade	Course
		Operations Management Core. Choose **one**: OIM 310 Manufacturing and Service Operations Methods OIM 320 Quality Management
		Information Management Core. Choose **one**: OIM 451 Project Management OIM 452 Business Processes and Enterprise Systems OIM 453 Business Intelligence and Analytics
Concentration (9 credits) *Choose **three** courses based on one of the three concentrations below*		
Upper-Level Electives (15 credits) **Choose **five** 3-credit courses from **List A, List B, or List C** below*		

Operations & Information Management Concentrations

**Students may declare only one concentration*

Integrated Operations & Information Management (Default)

*Choose any three courses from **List A** or **List B** that are not taken for the core requirements.*

Supply Chain Management

*Choose any three courses from **List A** that are not taken for the core requirements.*

Information Systems

*Choose any three courses from **List B** that are not taken for the core requirements.*

Please note that all classes are not offered every semester.

List A. Supply Chain Management courses

OIM 310 Manufacturing and Service Operations Methods
OIM 320 Quality Management
OIM 321 Business Process Simulation
OIM 410 Business Process Optimization (*Pre-req*: OIM 310)
OIM 412 Supply Chain Management (*Pre-req*: OIM 310)
OIM 413 Logistics and Transportation (*Pre-req*: OIM 310)
OIM 420 Lean Operations
OIM 460 Advanced Topics in Operations Management
SCH-MGMT 597LG Humanitarian Logistics and Healthcare (*Pre-req*: OIM 310)

List B. Information Management courses

OIM 451 Project and Information Management
OIM 452 Business Processes and Enterprise Systems
OIM 453 Business Intelligence and Analytics
ACCOUNTG 311 Business Applications of Computing
ACCOUNTG 312 Systems Analysis & Design

List C. Other elective courses

CMPSCI 121
Any 200-level or above course in Computer Science
Any 200-level or above course in Economics
Any 300-level or above level course in the Isenberg School

OPERATIONS AND INFORMATION MANAGEMENT

Junior/Senior Year BBA Core (15 -18 credits)
**Must have at least junior standing*

Sem	Grade	Course
		FINANCE 301 Corporate Finance *Pre-req. ACCOUNTG 221 **This course was previously FINOPMGT 301*
		MANAGMENT 301 Principles of Management
		MARKETNG 301 Fundamentals of Marketing
		OIM 301 Intro to Operations Management *Pre-req. STATISTC 240 or RES-ECON 211 or RES-ECON 212 **Required for students entering BBA Fall 2012 or Later*
		SCH-MGMT 310 Management Communications **or** any **SCH-MGMT 300-level** Junior Year Writing course listed in your Academic Requirement Report
		SCH-MGMT 494BI Business Policy and Strategy **Fulfills Integrative Experience Requirement in senior year* **This course was previously SCH-MGMT 497A*

Breadth Requirements: Non-Business Electives (21 credits)
**One breadth requirement per semester may be taken pass/fail*
Only **one Economics course may be used to satisfy this requirement*

Sem	Grade	Course	Credits

Graduation Requirements

- Complete at least 120 credits
- Maintain a cumulative grade point average of at least 2.0 in your major **and** overall
- All required courses must be taken for a **letter grade**

Student Responsibilities

- Review Academic Requirement Report on SPIRE
- Meet with an advisor regularly to review progress toward completing graduation requirements
- Keep track of requirements for any additional majors or minors
- Make sure all graduation requirements are fulfilled

Also, please note that:

- Isenberg School and Operations and Information Management major requirements may not be taken pass/fail with the exception of OIM 498Y
- Operations and Information Management majors can apply a maximum of 3 credits from field experience and a maximum of 3 credits from an independent study to satisfy upper-level electives
- Classes cannot be used to satisfy multiple requirements (i.e., Operations & Information Management Core, Concentrations, or Upper Level Electives). For example, a class that is used to satisfy the Operations & Information Management Core cannot also be used to satisfy part of a Concentration.