

Response to the UCUI Issues

The University Committee on Undergraduate Education (UCUI) did a first reading of the POM proposal on Friday, March 10th. The Committee expressed some concerns and had suggestions for the improvement of the proposal. What follows is a list of those concerns and suggestions. UCUI will again be looking at this proposal on March 24th. We ask that you (or a representative for the proposal) meet with us at 11:30 AM in 224 KL to discuss how these concerns can be addressed.

- a. A formal letter from the School of Engineering and Computer Science needs to accompany the proposal to show that SECS agrees to provide elective courses for the program

The School has been contacted. A letter is forthcoming. We believe that very few if any of our students will take these courses, but we wanted to give them the opportunity to have some variety in their electives and these courses are very relevant to the POM Major.

- b. There needs to be a student survey to show interest in the program.

We have done a preliminary survey of 130 students in the SBA. 41% of the respondents said they would have considered a POM major at the time of their decision if it had existed. 2% said they would have majored in POM. Of those who said they would have considered the POM major, most elected MIS or Marketing as their major. The most frequent responses for not considering the major was lack of interest in the subject and too many credit hours invested in current major to switch.

- c. The introductory part of the proposal needs to be strengthened to “sell” the program. Focus on automotive should be lessened and other business sectors such as health added given the state of Michigan’s economy.

We have had this document edited by three industry leaders, a committee of four POM faculty, the DIS dept., Dean Gardner, various SBA faculty, all of whom have suggested often contradictory comments as to who and how we should focus the program. We believe the automotive industry and allied industries will continue to be the main draw of our student in the operations management area. It is also where the faculty strengths lie. We certainly can revise to reflect this concern.

d. Strengthen introduction by discussing that although OM has been around for several years, it has evolved and this program will be 'leading edge,' discuss impact of 'globalization', etc.

No problem discussing globalization of operations, it is an important aspect and will be integrated throughout the courses. "Leading edge" suggests something that we can aspire to, but I would not try to sell the program in that fashion.

e. Revise 'source of students' section. Delete statement that students will be drawn from competitor's programs. Discuss number of students in the SBA OM minor, talk about numbers in Central Michigan University's program (is it growing, etc.). Identify new pools of students from which OU will draw.

These changes will be made to improve the proposal.

f. Although Pawley Institute is mentioned, the curriculum doesn't include any courses in "lean".

The process management course is a lean in course manufacturing. Also lean is incorporated into all of the courses. Other lean issues can be introduced through the Special Topics Course (POM 480) The current lean course taught jointly by Engineering, HRD and POM is an example of this, albeit on the graduate level.

g. Discuss how program will impact other programs in SBA

This change will be made to improve the proposal. Basically there will be minimal effect. There is a general shift of students between majors over time depending what is "popular." For example, in recent years there has been a shift away from MIS to higher numbers in Marketing.

h. Provide a proforma budget

Provided at the meeting.

i. Include a letter from the Library and spread out the funds to \$1800 per year to allow for support of electronic resources

Provided at the meeting. Please note we have substantially beefed up the support to the library.

j. Revise course listing to reflect the new general education and identify capstone course

Easily added. We have some questions as to what the committee wants.

k. POM 608 cannot be cross-listed with POM 440...only 500 level courses can be cross-listed with undergraduate courses

Cross-listing is no longer an issue. Elective courses changed to 500 level-status.

l. The proposal does not make a case for the need of the program with just 5 students.

Five students is based on the number of minors who wished there was a major at the time this section was written. We continue to have at least 3 – 5 minors yearly. In addition other evidence suggests this number may be higher. The proforma balance sheet is based on an estimate of 8 students to begin with. Having no students or 20 students will not affect our course offerings. We have excess capacity available.