



## University Senate TRANSMITTAL FORM

<b>Senate Document #:</b>	14-15-30
<b>PCC ID #:</b>	14036
<b>Title:</b>	Proposal to Rename the Bachelor of Science in “Operations Management” to “Operations Management and Business Analytics”
<b>Presenter:</b>	Gregory Miller, Chair, Senate Programs, Curricula, and Courses Committee
<b>Date of SEC Review:</b>	March 24, 2015
<b>Date of Senate Review:</b>	April 8, 2015
<b>Voting (highlight one):</b>	<ol style="list-style-type: none"> <li>1. On resolutions or recommendations one by one, or</li> <li>2. In a single vote</li> <li>3. To endorse entire report</li> </ol>
<b>Statement of Issue:</b>	<p>The Robert H. Smith School of Business proposes to change the name of its Bachelor of Science program in “Operations Management” to “Operations Management and Business Analytics.” The new program title better describes the evolving nature of the field and the relationship between Operations Management and Business Analytics. Traditionally, Operations Management has focused on the tools and knowledge needed to understand the operations of an organization and help manage them more efficiently. Organizations increasingly use Business Analytics to analyze and understand large sets of data and apply this data-driven knowledge to improve the performance of their operations. The new program title therefore better reflects the role that Business Analytics plays in its relationship with Operations Management.</p> <p>The Senate PCC committee approved the proposal on March 12, 2015.</p>
<b>Relevant Policy # &amp; URL:</b>	N/A
<b>Recommendation:</b>	The Senate Committee on Programs, Curricula, and Courses recommends that the Senate approve this program title change.
<b>Committee Work:</b>	The Committee considered the proposal for its meeting on March 6, 2015. This meeting was cancelled, however, because of the weather-related campus closure. The committee considered the proposal remotely, had an opportunity to pose questions via email,

	and voted via email to approve the proposal.
<b>Alternatives:</b>	The Senate could decline to approve the proposed the program title change.
<b>Risks:</b>	If the Senate does not approve the proposed program title change, the name of the program will not accurately reflect the content of the major.
<b>Financial Implications:</b>	There are no significant financial implications with this proposal.
<b>Further Approvals Required:</b> <i>(*Important for PCC Items)</i>	If the Senate approves this proposal, it would still require further approval by the President, the University System of Maryland, and the Maryland Higher Education Commission.

# THE UNIVERSITY OF MARYLAND, COLLEGE PARK PROGRAM/CURRICULUM/UNIT PROPOSAL

• Please email the rest of the proposal as an MSWord attachment to [pcc-submissions@umd.edu](mailto:pcc-submissions@umd.edu).

PCC LOG NO.

**14036**

• Please submit the signed form to the Office of the Associate Provost for Academic Planning and Programs, 1119 Main Administration Building, Campus.

**College/School: Robert H. Smith School of Business**

Please also add College/School Unit Code-First 8 digits: **01202900**

Unit Codes can be found at: [https://hypprod.umd.edu/Html\\_Reports/units.htm](https://hypprod.umd.edu/Html_Reports/units.htm)

**Department/Program: Undergraduate Operations Management major (0503R)**

Please also add Department/Program Unit Code-Last 7 digits: **1290102**

**Type of Action (choose one):**

Curriculum change (including informal specializations)

Curriculum change for an LEP Program

*Renaming of program or formal Area of Concentration*

*Addition/deletion of formal Area of Concentration*

*Suspend/delete program*

*New academic degree/award program*

*New Professional Studies award iteration*

*New Minor*

*Request to create an online version of an existing program*

*Italics indicate that the proposed program action must be presented to the full University Senate for consideration.*

**Summary of Proposed Action:**

The Operations Management major is requesting a name change to Operations Management and Business Analytics because it better describes the evolving nature of the field and the relationship between Operations Management and Business Analytics.

**Departmental/Unit Contact Person for Proposal:** Brian Horick

APPROVAL SIGNATURES - Please print name, sign, and date. Use additional lines for multi-unit programs.

1. Department Committee Chair \_\_\_\_\_

2. Department Chair Kirti Agarwal Dr. Rish Agarwal

3. College/School PCC Chair [Signature] Myeong Gu Seo

4. Dean A. S. Trankis ALEX TRIANTIS 3/2/15

5. Dean of the Graduate School (if required) \_\_\_\_\_

6. Chair, Senate PCC Gregory Miller [Signature]

7. University Senate Chair (if required) \_\_\_\_\_

8. Senior Vice President and Provost \_\_\_\_\_

## I. OVERVIEW and RATIONALE

The reason for the change of name of the major from Operations Management (OM) to Operations Management and Business Analytics (OM&BA) is because it better describes the evolving nature of the field and the relationship between Operations Management and Business Analytics.

The Operations Management major is focused on providing students with the tools and knowledge to be able to understand the operations of an organization and help to manage them more efficiently. A student with the OM major is trained to design, manage and improve an organization's systems and processes, focusing on the creation and delivery of products and services and thereby improving overall efficiency.

The proliferation of data is widespread with over 90% of the data in the world today created in the last two years alone (<http://www-01.ibm.com/software/data/bigdata>). Recent technological advances have made it faster and easier to process massive amounts of data and transform that into information.

Business Analytics (BA) is “The extensive use of data, statistical and quantitative analysis, explanatory and predictive models, and fact-based management to drive decisions and actions.” (*Competing on Analytics: The New Science of Winning*, Davenport and Harris, 2007). Organizations are using BA to advantageously use the information in their data to drive decision making and utilize that opportunity to dramatically improve their performance.

An underlying theme of both OM and BA is the use of modeling techniques to drive data-based decision making. Many of the techniques taught in the current OM major are being used in BA. Since Business Analytics is an integral part of the new program and because of the relationship between BA and OM, the proposed title of Operations Management and Business Analytics reflects this.

Business schools have recently been adding undergraduate programs with a major and/or minor in Business Analytics. For example, the MIT Sloan School of Management has an undergraduate concentration in Business Analytics and Operations Research (<http://mitsloan.mit.edu/undergrad/academics/sb-in-management-science/baor/>). The R. H. Smith School of Business at the University of Maryland started a minor in Business Analytics in 2013. (<http://www.rhsmith.umd.edu/programs/undergraduate-programs/academics/academic-minors/business-analytics>). The name change would allow the Smith School to be in the forefront of what should become the norm.

Operations Management is a well-established field in the scholarly community. The *Manufacturing and Service Operations Management Society (MSOM)* is one of the societies in the national organization INFORMS (Institute For Operations Research and Management Science-URL: <http://www.informs.org>). There are a number of well-known journals devoted to the field including *Manufacturing & Service Operations Management* and *Production and Operations Management*. INFORMS is also the home of the Analytics Section, which was started in 2011, and is “focused on promoting the use of data-driven analytics and fact-based decision making in practice”. INFORMS also offers a Certified Analytics Professional designation.

The fields of Operations Management and Business Analytics closely resemble the research mission of a number of faculty in the Decision and Information Technologies Department in the Smith School of Business.

We expect the name change to better reflect the research interests of the faculty and to make the program more dynamic and attract more students. Furthermore, since many Smith undergraduates choose to double major, majors in accounting, information systems, finance and marketing are a natural fit for a double major with OM&BA.