

## **Information Technology and Operations Management – Strategic Goals and Action Plans**

**Goal 1: To distinguish and brand the Department and the College in Business Analytics.** The 5-7 year plan includes multiple action plans which build upon existing resources dedicated to offering an undergraduate concentration in Business Analytics for Management Information Systems (MIS) majors. First, a concentration in Business Analytics for MBA students should be developed and offered within the market rate online MBA program. Second, a Center for Business Analytics should be created. The Center is intended to provide an affiliation for interested faculty across departments in the College, and support single discipline as well as interdisciplinary work. The long term vision for the Center (see the attached) intended to attract national and international interest includes an annual conferences for researchers from the academy as well as from business, and a marketplace for careers in “big data”. Hopefully this initiative would coincide with a third action plan of naming the Center with a \$15 million donation.

**Goal 2: To strengthen the area of Operations and Supply Chain Management.** As the name implies, the Department is the home of faculty in two disciplines, one of which is Operations Management. In recent years, interest among researchers in Operations Management has increasingly focused on Supply Chain Management. At the same time, the Department seeks to leverage FAU’s location in one of the country’s most dynamic areas of international trade and transportation. These two significant matters are the basis for the following action plans. First, the faculty will engage in a strategic exercise intended to develop the most appropriate academic undergraduate/graduate program to advance Supply Chain Management as a critical area of business preparation at FAU. This exercise will necessarily address how other disciplines such as Management Information Systems, Marketing, and International Business should be incorporated to such a program(s). Second, a Center for Supply Chain Management should be created. The faculty should develop a vision for the Center which in collaboration with potential stakeholders in south Florida. The Center should also leverage the proposed Center for International Business to maximize synergies of faculty and student interest across both areas.

**Goal 3: To enhance the quality of the undergraduate MIS programs and the graduate MSITM program.** The demand for skills in Management Information Systems has always been highly dynamic, however over the past 15 years it has been especially so because of a significant trend in outsourcing programming development overseas. Keeping up with the dynamic nature of the demand for different skill sets has been challenging for MIS departments across the country. Recently there has been a resurgence in demand for graduates in MIS (as attested by the increase of MIS majors) and for individuals with more sophisticated skills, especially, again, in programming development. This trend is the basis for the following action plan. The department will consider reintroducing programming as an area of concentration, which has historically an area major concentration since the Department was created in the late 1980s.