MEMORANDUM

TO: Howard Frank  
   Dean, Robert H. Smith School of Business

FROM: Victor Korenman  
       Associate Provost for Academic Planning and Programs

SUBJECT: Proposal to Change the Name of the Bachelor’s Program in Operations and Quality Management to Operations Management (PCC Log No. 04068)

Chancellor Kirwan has approved changing the name of the bachelor’s program in Operations and Quality management to Operations Management. Enclosed is a copy of the letter from the Chancellor and a copy of the approved proposal.

The new program name can appear on transcripts and diplomas for students who graduate in the Summer or thereafter, but not for students graduating this Spring. Students already enrolled in the program may receive the degree under the old name if they choose to do so.

The change is formally effective April 29, 2005.

VK:sfm
Enclosure

Cc: Dr. Sylvester J. Gates, Chair, Senate PCC  
    Ms. Sarah Bauder, Student Financial Aid  
    Dr. Mary Giles, University Senate  
    Ms. Barbara Hope, Data Administration  
    Mr. Brian Horick, Robert H. Smith School of Business  
    Dr. Phyllis Peres, Undergraduate Studies  
    Ms. Anne Turkos, Archives  
    Dr. Linda Yokoi, Records & Registrations
April 29, 2005

Dr. C.D. Mote, Jr.
1101 Main Administration Building
University of Maryland, College Park
College Park, MD 20742

Dear Dan:

Thank you for forwarding the request from University of Maryland, College Park to change its existing bachelor's program in Operations and Quality Management to Operations Management. I am delighted to approve this change. Please express my appreciation to departmental faculty for their careful work in planning for this change.

Sincerely,

William E. Kirwan
Chancellor

cc: Dr. Irwin Goldstein
    Dr. Gertrude Eaton
    Dr. William Destler
    Dr. Victor Korenman
    Dr. David Sumler
April 26, 2005

Chancellor William E. Kirwan
University System of Maryland
Elkins Building

Dear Chancellor Kirwan:

The R.H. Smith School of Business has proposed that its existing bachelor's program in Operations and Quality Management be renamed as “Operations Management.” The proposed name would better reflect the academic training students receive in this program.

The proposal has been endorsed by all of the appropriate faculty and administrative committees concerned and was approved by the College Park Senate at its meeting on April 26, 2005.

I accept this recommendation and ask that you approve the change in name of this bachelor's program to “Operations Management.” Once the program name change has been approved, I request that you so inform the Maryland Higher Education Commission so that they may adjust their program inventory accordingly.

Yours sincerely,

[Signature]

C. D. Mote, Jr.
President

CDM/vk
cc: William W. Destler, Senior Vice President for Academic Affairs and Provost
Howard Frank, Dean, R.H. Smith School of Business
Arthur N. Popper, Chair, University Senate
Calvin Burnett, Secretary of Higher Education
DIRECTIONS: Provide one form with original approval signatures in lines 1 - 4 for each proposed action. Keep this form to one-page in length. Forms and appropriate attachments should be submitted to the Office of Academic Affairs, who will assign a Log Number to each proposal. Also submit an electronic version of as much of the proposal as is possible.

DATE SUBMITTED: February 2, 2005

PCC LOG NO.: 04068

COLLEGE/SCHOOL: Robert H. Smith School of Business

DEPARTMENT/PROGRAM: Decision & Information Technologies/Operations and Quality Management

PROPOSED ACTION (A separate form for each): ADD _____ DELETE _____ CHANGE ____ X

DESCRIPTION (Provide a succinct account of the proposed action. Details should be provided in an attachment. Provide old and new sample programs for curriculum changes.):

Rename the B.S. Program from Operations & Quality Management to Operations Management. The Department is also proposing a change of the curriculum on a separate form.

See attached for more details.

JUSTIFICATION/REASONS/RESOURCES (Briefly explain the reason for the proposed action. Identify the source of new resources that may be required. Details should be provided in an attachment.):

No new resources required.

APPROVAL SIGNATURES

1. Department Committee Chair

2. Department Chair

3. College/School PCC Chair

4. Dean

5. Dean of the Graduate School (if required)

6. Chair, Senate PCC

7. Chair of Senate

8. Vice President for Academic Affairs & Provost

VPAAP Rev. 3/1/04

DATE: 2/14/05

DATE: 2/14/05

DATE: 3/5/05

DATE: 4/4/05

DATE: 5/1/05
I. OVERVIEW and RATIONALE

The reason for the change of name of the major from Operations and Quality Management to Operations Management is because it better describes the content of the major, and also fits in with national norms. The Operations Management major is focused on providing the students the tools and knowledge to be able to understand the operations of a company, whether in a manufacturing or service industry, and help to manage them more efficiently. The program as it is constituted does not devote a lot of time on the teaching of Quality Function Deployment, which should be an integral part of a program that has "quality" in the title. Also, most business schools have undergraduate degrees in operations management but not in operations and quality management. We expect the name change to make it easier for the students to compare and contrast our program with those in other schools, and thus choose their majors more wisely. Furthermore, Operations Management is a well-established field in the scholarly community. The largest sub-section of the national organization INFORMS (Institute For Operations Research and Management Science-URL: http://www.informs.org) deals with operations management, and there are a number of well known journals devoted to the field including Manufacturing, Service and Operations Management, and Production and Operations Management. The field most closely resembles 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 make the program more dynamic, have better buy-in from the faculty, and also attract more students.

The main motivations for the current proposal are the need to recognize the reality that this program is a separate and distinct offering and the need to give it an appropriate name.

II. CURRICULUM

**Major Requirements**

BMGT 332  Operations Research For Management Decisions  3 cr
BMGT 385  Production Management  3 cr
BMGT 486  Total Quality Management  3 cr

One of the following courses:  3 cr  
BMGT 321 Managerial Accounting
BMGT 440 Financial Management

Two courses from one of the following tracks  6 cr

**Managerial Track**

BMGT 360 Human Resource Management
BMGT 372 Intro to Logistics and Supply Chain Mgmt
BMGT 472 Advanced Logistics Operations

Or

**Technical Track**

BMGT 430 Linear Statistical Models in Business
BMGT 431 Design of Statistical Experiments in Business  (no longer offered)
BMGT 434 Introduction to Optimization Theory
BMGT 435 Introduction to Applied Probability Models
Total Major Requirements: 18 cr

Upper Level Economics Requirement for OQM Major
One of the following courses: 3 cr
- ECON 305 Intermediate Macroeconomic Theory & Policy
- ECON 306 Intermediate Microeconomic Theory
- ECON 330 Money and Banking
- ECON 340 International Economics

One additional course from the following courses: 3 cr
- ECON 305 Intermediate Macroeconomic Theory & Policy
- ECON 306 Intermediate Microeconomic Theory
- ECON 311 American Economic History Before the Civil War
- ECON 315 Economic Development of Underdeveloped Areas
- ECON 316 Economic Development of Latin America
- ECON 317 No longer offered
- ECON 330 Money and Banking
- ECON 340 International Economics
- ECON 361 Economics of American Industries
- ECON 370 Labor Markets, Human Resources, and Trade Unions
- ECON 374 Sex Roles in Economic Life
- ECON 375 Economics of Poverty and Discrimination
- ECON 380 Comparative Economic Systems
- Or any 400 Level ECON except ECON 422, 423 or 425

Total Upper Level Economics Requirements: 6 cr

Additional Degree Requirements of the Operations & Quality Management Major

At the Smith School of Business, 120 credit hours are required to complete a Bachelor of Science degree. Besides the major requirements list above and the specific Smith School of Business requirements listed below, a student must complete the University's CORE General Education Requirements and sufficient lower and upper level elective credit to accumulate a total of 120 credit hours. A minimum of 58 credit hours of the required 120 hours must be in 300-400 (upper) level courses. Additional Smith School of Business degree requirements are listed below.

Freshmen/Sophomore Smith School Requirements
- MATH 220* or 140** - Elem.Calculus I or Calculus I: 3-4 cr
- BMGT 201*** - Computer Applications in Business: 3 cr
- BMGT 220 & 221 - Principles of Accounting I & II: 6 cr
- BMGT 230 or 231**** - Business Statistics: 3 cr
- ECON 200 & 201 - Principles of Micro & Macro Economics: 8 cr
- COMM 100 or 107 - Foundations of Speech Communications or Speech Communication: 3 cr

Total: 26-27 cr

*Previously MATH 220 & 221 were required for OQM-Managerial Track majors
**Previously MATH 140 & 141 were required for OQM-Technical Track majors
***BMGT201 also satisfied by CMSC 102, 103 or advanced computer programming course.
****Previously BMGT 231 was required for OQM-Technical Track majors

Junior/Senior Smith School Requirements
- BMGT 340 - Business Finance: 3 cr
- BMGT 350 - Marketing Principles: 3 cr
The Operations and Quality Management major involves the management of resources for the production of goods or services. This includes such functions as work force planning, inventory management, logistics management, production planning and control, and resource allocation; and emphasizes total quality management principles. Career opportunities exist in manufacturing, retailing, service organizations, and government.

Students pursuing the managerial track must complete MATH 220 and 221 and BMGT 230 prior to junior standing. Students selecting the technical track must complete MATH 140 and 141 and BMGT 231 prior to Junior Standing; and those interested in graduate work are strongly advised to take MATH 240 and 241 as well.