August 12, 2015

MEMORANDUM

TO: Alexander J. Triantis  
    Dean, Robert H. Smith School of Business

FROM: Elizabeth Beise  
    Associate Provost for Academic Planning and Programs

SUBJECT: Proposal to Rename the Bachelor of Science in “Operations Management” to “Operations Management and Business Analytics” (PCC log no. 14036)

On June 5, 2015, Chancellor Kirwan approved your proposal to rename the Bachelor of Science in “Operations Management” to “Operations Management and Business Analytics”. On August 3, 2015, the Maryland Higher Education Commission gave final approval. A copy of the approved proposal is attached.

The change is effective Fall 2015. Please ensure that the change is fully described in the Undergraduate Catalog and in all relevant descriptive materials.

MDC/  
Enclosure

cc: Gregory Miller, Chair, Senate PCC Committee  
    Barbara Gill, Office of Student Financial Aid  
    Reka Montfort, University Senate  
    Erin Taylor, Division of Information Technology  
    Pam Phillips, Institutional Research, Planning & Assessment  
    Anne Turkos, University Archives  
    Linda Yokoi, Office of the Registrar  
    Cynthia Stevens, Office of Undergraduate Studies  
    Brian Horick, Robert H. Smith School of Business
August 3, 2015

Dr. Wallace D. Loh
President
University of Maryland, College Park
Main Administration Building
College Park, MD 20742

Dear Dr. Loh:

The Maryland Higher Education Commission reviewed a request from the University of Maryland, College Park to retitle the Bachelor of Science (B.S.) program listed below. I am pleased to inform you that this request has been approved.

The HEGIS and CIP codes will not change. This decision is based on an analysis of the program proposal in conjunction with the law and regulations governing academic program approval, in particular Code of Maryland Regulations (COMAR) 13B.02.03.

For the purposes of providing enrollment and degree data to the Commission, please use the following HEGIS and CIP codes:

<table>
<thead>
<tr>
<th>Current Program Title</th>
<th>New Program Title</th>
<th>Award Level</th>
<th>HEGIS</th>
<th>CIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operations Management</td>
<td>Operations Management and Business Analytics</td>
<td>B.S.</td>
<td>0599-03</td>
<td>521301</td>
</tr>
</tbody>
</table>

Should the University of Maryland, College Park desire to make a substantial modification to the program in the future, review by the Commission will be necessary. I wish you continued success.

Sincerely,

Jennifer Frank, Ph.D.
Assistant Secretary

JVF:EST

C: Theresa Hollander, Associate Vice Chancellor, Academic Affairs, USM
   Mary Ann Rankin, Senior Vice President & Provost, Academic Affairs, UMCP

MARYLAND HIGHER EDUCATION COMMISSION
6 N. Liberty Street • 10th Floor • Baltimore, MD 21201
T 410.767.3301 • 800.974.0203 • F 410.332.0270 • TTY for the Deaf 800.735.2258 www.mhec.state.md.us
June 5, 2015

Dr. Wallace Loh
President
University of Maryland, College Park
1101 Main Administration Building
College Park, MD 20742

Dear Wallace,

Thank you for forwarding the request of the University of Maryland to rename your currently existing bachelor’s level program in “Operations Management” to “Operations Management and Business Analytics.”

I am pleased to approve this request. I agree that the new program name better describes the evolving nature of this field of study. Please express my appreciation to the faculty who recommended this change. I have confidence the program will continue to be successful.

Sincerely yours,

William E. Kirwan
Chancellor

cc: Mary Ann Rankin, Senior Vice President and Provost
I am pleased to forward for your consideration the attached legislation entitled, “PCC Proposal to Rename the Bachelor of Science in Operations Management to Operations Management and Business Analytics.” Gregory Miller, Chair of the Programs, Curricula, and Courses (PCC) Committee, presented the proposal. The University Senate approved the proposal at its April 8, 2015 meeting.

We request that you inform the Senate Office of your decision as well as any subsequent action related to your conclusion.

Enclosure: PCC Proposal to Rename the Bachelor of Science in Operations Management to Operations Management and Business Analytics Senate Document # 14-15-30

Approved: ___________________________ Date: 04-15-2015
Wallace D. Loh
President
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://hvpprod.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

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
   [Signature]
2. Department Chair
   [Signature] Dr. Rib Agarwal
3. College/School PCC Chair
   [Signature] Myope Gan
4. Dean
   [Signature] Alex Triantis 3/2/15
5. Dean of the Graduate School (if required)
6. Chair, Senate PCC
   [Signature]
7. University Senate Chair (if required)
   [Signature] Elizabeth S. Jaffe 8/12/2015
8. Senior Vice President and Provost
   [Signature]
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.