

# The IDSc Department

- > Sustained worldwide leadership in the discipline
  - > International reputation – Top 5 in the US News MIS program rankings (1995-2006)
  - > Two NSF Career Award winners
  - > Two faculty ranked in top 20 in the world in 2005
  - > Home to the top ranked journal in MIS
- > Internationally recognized, highly productive, and professionally visible research faculty with leadership positions in academic community.
- > Strong involvement with professional community through MISRC
- > Highly active in school and university service.

# The Last 3 Years

- > Drop in student enrollment (dot-com fallout/outourcing)
- > Department Initiatives
  - > *Significant course redesign/refocusing*
    - *Marketing and Data Mining*
    - *Financial Information Systems*
    - *Online Auctions and Exchanges*
    - *Data Security and Digital Rights Management*
    - *Accounting Information Systems*
- > Still have enrollment challenges

# Industry Developments

- > Technology has become central to most functional roles
- > The impact of IT choices is not limited to specialized IT/MIS group
- > More purely technological components are commoditized and are being outsourced
  - > IT and process management roles of US managers has become critical
- > Knowledge/Exposure to IT is key to problem solving and innovation in many functions

# IDSc Challenge

- > Attracting students
  - > Providing value to other majors
  - > Aligning courses with the skill set required to make CSOM students more competitive
- > MIS focus areas
  - Data
  - Design
  - Control
- > Building demand – making decisions that will build demand rather than react to observed short-term demand
  - > Market courses
  - > Build awareness
  - > Continual involvement of corporate partners

# Faculty: A Time for Transition

- > There are currently 11 IDSC department faculty.
  - > Four of these began their academic careers in the 1960s and 1970s.
  - > Lost 6 faculty members since 2002 affecting the teaching capabilities in several dimensions
  - > Slated to lose at least 2 more faculty members in the next year due to retirement and personnel issues
  - > Faculty bearing the burden of untenable level of course development and redesign
- > Rebuilding the core competency of the department is necessary to provide stability and infuse vitality for the future.
- > Current level of workload and demands are unsustainable and will result in further turnover in near future if the problem is not addressed

# Initiatives and Steps

- > Faculty consensus has been reached on the focal message of the program (see attached document)
  - > Developed detailed roadmap
  - > Course content mapping
- > Set meeting with undergraduate program
  - > Undergraduate program has received overwhelming message about need for IT graduates
- > Next focus on MBA program and MAS links
  - > One million jobs will be created in IS management positions by 2014 (US Bureau of Labor Estimate, September 2006)
  - > MIS jobs had the highest initial salary growth rate in 2006 (CNN Money, Oct. 27, 2006)
  - > Opportunity for CSOM to provide continued leadership

# Rebuilding Plan

- > Begin hiring while IS market allows us to recruit top candidates from major schools
- > Hire individuals that can lend support to departments vision of creating value to the MBA program
- > Provide stability in undergraduate program by hiring outstanding P&A faculty to coordinate and manage IS core course
- > Hire only candidates with demonstrable research and teaching capabilities.
- > Deal with critical issue of unreasonable preparation loads on highly productive faculty.
  - > Course stability
  - > Reasonable guarantees of offering