

OFFICE OF THE VICE PRESIDENT
FOR ACADEMIC AFFAIRS

January 15, 1993

MEMORANDUM

TO: President Thomas C. Meredith

FROM: Robert V. Haynes *RVA*
Vice President for Academic Affairs

SUBJECT: Previously Submitted Proposal to Suspend a
Baccalaureate Program in Production/Operations
Management and Add an Option to an Existing
Baccalaureate Program in Management

The proposal from the Department of Management has been modified. While the department continues to propose that the baccalaureate program in Production/Operations Management be suspended, it wishes to withdraw the recommendation to add a production/operations management option under the Management major. I endorse the withdrawal of that portion of the recommendation and ask that you inform the Board of Regents at its meeting on January 22, 1993.

/ls

**OFFICE OF THE VICE PRESIDENT
FOR ACADEMIC AFFAIRS**

December 14, 1992

MEMORANDUM

TO: President Thomas C. Meredith
FROM: Robert V. Haynes
Vice President for Academic Affairs
SUBJECT: A Proposal to Suspend a Baccalaureate Program in
Management

I have endorsed the attached item from the Department of Management which was approved by the Academic Council. I recommend the proposal to suspend a baccalaureate program in Production/Operations Management and add an option to an existing baccalaureate program in Management.

/ls

RECOMMENDATION

A proposal to suspend a baccalaureate program in Production/Operations Management and add an option to an existing baccalaureate program in Management

BACKGROUND

A review of academic programs during the Western XXI Strategic planning process revealed a history of low enrollments in the Production/Operations Management program. As a result, the Steering Committee recommended, and Board of Regents approved, that the program be designated as "Nonessential". The proposal to suspend this baccalaureate program is a response to the Western XXI designation.

In spite of the Western XXI designation of the Production/Operations Management program as "Nonessential", businesses still recognize production/operations management as an important area of activity. In fact, concepts such as Manufacturing Planning and Control System (MPC), Just-In-Time (JIT) production, productivity enhancement, and quality improvement techniques permeate the discourse of most progressive business and industrial firms. Not surprisingly, a number of students continue to show interest in pursuing coursework in production/operations management. Further, the faculty of the Department of Management continually apprise students of many career opportunities in the production/operations management area. Thus, even as the degree program in this area is suspended, the faculty propose to offer a production/operations management option under the Management major. Only two specialized courses would be required in the option (MGT 420 Manufacturing Planning and Control Systems and MGT 425 Managing Process Control). The remainder of the courses would be selected from existing courses in the department. The faculty believe that enrollments in the two specialized courses will increase steadily as students learn about career opportunities in production/operations management.

BUDGET IMPLICATIONS

There will be no budget implications as a result of suspending the production/operations management major. Existing faculty will be used to teach the two required courses in the option. No new resources will be required.

DEPARTMENT OF MANAGEMENT

Proposal to Suspend a Major Program and to Add
an Option to an Existing Major Program

The Department of Management proposes:

- (1) To drop the major in Production/Operations Management (Reference Number 765), and
- (2) To add a Production/Operations Management option to the major in Management (Reference 723). The major already provides a General Management option and a Human Resources/Personnel Management option.

In the past, the Production/Operations Management major has attracted only a limited number of students. This was recently recognized by the Western XXI document, which classified the major as being "nonessential." The action proposed here is the department's response to the Western XXI report.

While the POM program has been declared as being "nonessential" by Western XXI, production/operations management continues to be recognized by business and industrial firms as being an important area of activity. In recent years, such concepts as Manufacturing Planning and Control Systems (MPC), Just-In-Time (JIT) production, productivity enhancement, and quality improvement techniques have received increasing emphasis among business and industrial firms. Therefore, a number of students continue to be interested in preparing themselves for careers in production/operations management and thus wish to pursue a concentration in POM as a part of their education. Additionally, the faculty in the Department of Management continue to attempt to make students aware of the many career opportunities available in the production/operations management area. Thus, although it is necessary that the POM major be withdrawn, it is recommended that the department be authorized to offer a production/operations concentration as an option under the Management Major so that the interests of those students desiring careers in production/operations management can be served. It should be emphasized that only two specialized courses (e.g., MGT 420 and MGT 425) would be required as a part of the concentration, with the remaining courses being of general interest to broad numbers of students. Additionally, it is believed that over time enrollments in the two specialized courses should become increasingly greater as students become better informed concerning career opportunities available in production/operations management.

Effective date of implementation: Spring 1993

Record of prior committee approval:

Department of Management: August 19, 1992

College of Business Administration
Curriculum Committee: September 10, 1992

Academic Council: