4-4-2005

Business: BS Management Information System

The College at Brockport, College Senate

RECEIVED

APR 15 2005

SUNY BROCKPORT
PRESIDENT'S OFFICE

SUNY BROCKPORT

College Senate
State University of New York
College at Brockport
350 New Campus Drive
Brockport, NY 14420-2925
(585) 395-2586 (Fax) 395-2246

Resolution # 13
2004-2005
COLLEGE SENATE

TO: Dr. John B. Clark, Interim College President

FROM: The Faculty Senate Meeting on: ***April 4, 2005***

RE: ⇨ I. Formal Resolution *(Act of Determination)*
II. Recommendation *(Urging the Fitness of)*
III. Other, For Your Information *(Notice, Request, Report, etc.)*

COLLEGE SENATE
SUNY College at Brockport
APR 2 1 2005
350 New Campus Drive
Brockport, NY 14420-2925

SUBJ: ***Business: BS Management Information System*** *#22 03-04 UC*

Signed: Dawn M. Jones Date: April 11, 2005
(Dr. Dawn M. Jones, 2004-2005 College Senate President)

Please fill out the bottom portion and return document to the College Senate Office.

TO: The College Senate

FROM: Dr. John B. Clark, Interim College President

RE: ⇨ I. Decision and Action Taken on Formal Resolution (circle)
a. Accepted. Effective Date: 4/19/05
b. Deferred for discussion with the Faculty Senate on ____/____/____
c. Unacceptable for the reasons contained in the attached explanation

II, III. Response to Recommendation or Other/FYI
a. Received and acknowledged ____/____/____
b. Comment: _____

DISTRIBUTED BY PRESIDENT'S OFFICE TO: Executive Council
DISTRIBUTED BY PROVOST'S OFFICE TO: Dean's Council
DISTRIBUTED ALSO TO: Originator, Academic Advisement, Registrar (as appropriate)

Signed: _____ Date: 4/19/05
(Dr. John B. Clark, Interim College President, SUNY College at Brockport)

2004-2005-13.res

FACULTY SENATE OFFICE
RESOLUTION PROPOSAL COVER PAGE

DEADLINE FOR SUBMISSIONS: FEBRUARY 23 - Proposals received after may not be reviewed until next semester.

Submit all proposals to the Faculty Senate President electronically or on a disk with a hard copy.
Please provide cover page information requested.
facprez@brockport.edu, fsenate@brockport.edu
Faculty Senate Office, 426 Allen Building

NUMBER TO BE ASSIGNED BY SENATE OFFICE

ROUTING NUMBER* #22 03-04 UC

1. PROPOSAL TITLE:
Please be somewhat descriptive, for example, *Graduate Probation/Dismissal Proposal* rather than *Graduate Proposal*.

BS in Management Information Systems

2. BRIEF DESCRIPTION OF PROPOSAL:

Add a BS in Manaagement Information Systems degree to the Department's portfolio of degree programs.

3. SUBMISSION & REVISION DATES: PLEASE DATE ALL UPDATED DOCUMENTS and resubmit to the Senate Office electronically prior to Senate review and vote at fsenate@brockport.edu.

First Submission	Updated on	Updated on	Updated on
March 1, 2003	**March 1, 2004**	**4/8/2004**	**3/16/05**

4. SUBMITTED BY: (contact person)

Name	*Department*	*Phone*	*Email*
Steve Breslawski	Business & Economics	2623	sbreslaw@brockport.edu

5. COMMITTEES TO COPY: (Senate office use only)

Committee	*Forwarded To*	***Date***
__ Budget	Committee Chair	***3/1/03, 3/1/04,4/8/04, 2/2/05***
__ College Environment	Executive Committee	***2/7/05, 3/28/05***
__ Enrollment Policies	Senate Floor	***3/21/05, 4/4/05***
__ General Education	College President	***4/8/05***
__ Graduate Curriculum		
__ Personnel Policies		
__ Student Policies		
_x_ Undergraduate Curriculum		

**(ROUTING NUMBER WILL BE A CHRONOLOGICAL NUMBER SEQUENCE FOLLOWED BY COMMITTEE INITIALS)*

Executive Summary: Proposal for Major in Management Information Systems (MIS)

Department of Business Administration and Economics

For Consideration by College Senate, SUNY College at Brockport

March 21, 2005

This proposal is motivated by:

- The Department's Strategic Planning process;
- AACSB International's Accreditation Standards;
- Department and College missions; and
- Economic trends, both nationally and regionally.

In developing the proposal, we have been careful to solicit input from advisory boards, student and alumni focus groups, employers, and the AACSB review team that recently visited our campus. Further, reviews of competing programs were undertaken. We are confident therefore, that the proposal represents the needs of program stakeholders.

Description of Proposed Program: Establish a B.S. in Management Information Systems. The program curriculum is based on the principles and goals outlined in the *IS2002 Model Curriculum* guidelines jointly developed by ACM and others[1]. Consistent with the *IS2002* model and the needs of business organizations, the program provides students with a strong exposure to both business topics and information systems topics. Our proposal also incorporates various AACSB accreditation standards. Graduates will be able to function within, and support, contemporary business systems and organizations. Curriculum details are shown in ***Exhibit 1*** beginning on the next page. The proposed implementation date for the major is Spring 2006, subject to all administrative approvals.

[1] *IS 2002: Model Curriculum and Guidelines for Undergraduate Degree Programs in Information Systems*. Association for Computing Machinery (ACM), Association for information Systems (AIS), Association for Information Technology Professionals (AITP).

Exhibit 1: Proposed MIS Degree Requirements

Course Requirements for the Management Information Systems Major: *Students must satisfy prerequisite, co-requisite, business foundation, information systems core, and elective course requirements as outlined in sections 1 and 2 (a-e) below.*

1. **Prerequisite Course Requirements (21 credits) must be completed before declaring the major:** Prerequisite courses provide a foundation for upper division coursework. Grades in prerequisite courses are also used to determine admission to the major. Students must earn an overall GPA of 3.0, with no grade below C- in the seven courses listed below.

		Credits
CIS106	End User Computing	3
ECN100	Introduction to Economics (or ECN202 Macro Economics)	3
ECN204	Introduction to Statistics	3
ACC281	Introduction to Financial Accounting	3
CSC120	Introduction to Computer Science	3
MTH221	Business Calculus (or MTH201 Calculus)	3
MTH281	Discrete Mathematics	3

2. **Major Course Requirements: (57 credits)** Completion of the ***management information systems major*** requires a minimum cumulative GPA of 2.0 in the **corequisite**, **business foundation**, **information systems core, and information systems electives** requirements specified in 2a, 2b, 2c, and 2d below. Students must earn a grade of at least C- in *each* course to satisfy degree requirements.

2a. Co-requisite Skills Requirements (10 credits):

		Credits
CMC201	Public Speaking (or CMC202, Principles of Communication)	3
ECN304	Intermediate Statistics	3
ENL308	Business Writing	3
BUS389	Business Careers Seminar	1

2b. Business Foundations Requirements (18 credits):

		Credits
BUS325	Principles of Finance	3
BUS335	Principles of Marketing	3
BUS345	International Business Environment	3
BUS366	Organizational Behavior	3
BUS378	Business, Government, and Society	3
BUS461	Production and Operations Management	3

2c. Information Systems Core (23 credits):

		Credits
ACC283	Accounting Information Systems	3
CSC203	Fundamentals of Computer Science I	4
CSC205	Fundamentals of Computer Science II	4
BUS317	Management Information Systems	3
BUS415	Data Management	3
BUS417	Systems Analysis and Design	3
BUS464	Electronic Commerce	3

2d. Information Systems Electives (6 credits):

		Credits
CSC212	Programming in Visual Basic	3
CIS334	Decision Support and Expert Systems	3
CIS419	Computer Networks and Internet Applications (see note below)	3
CIS427	Project Management and Practice	3
BUS418	Advanced MIS	3
BUS498	IS Relevant Internship (maximum of three credits of six elective credits required)	3

Note : Students wishing to use CIS419 as an elective need to complete CIS303, which is a prerequisite. Likewise, students wishing to use CIS334 must complete the prerequisite CIS202.

2e. **Assessment Examination:** Assessment protocols for this program include an in-class exam, taken in BUS464, designed to assess the student's knowledge of information systems topics. The exam, based on required courses in the MIS curriculum, is typically taken in the senior year.

Resources: The Department does not seek additional resources for this proposal. The required courses are already staffed on a regular basis, and we will manage resources internally to ensure that students are serviced. At this stage of its evolution, the Department does not seek to grow total enrollment, but rather to structure its programs such that we attract the highest parameter students, consistent with Department and College strategic planning goals. Our goal is to run a modestly sized, high quality program. Our task will be to work with enrollment management to substitute stronger applications from students seeking this degree for weaker applications from students seeking other degrees that we offer. Enrollment goals for the program are:

	Year 1	Year 2	Year 3 and beyond
Freshmen Entering in Fall	15	20	25
Freshmen Entering in Spring	0	0	0
Transfers Entering in Fall	0	4	7
Transfers Entering in Spring	1	2	3

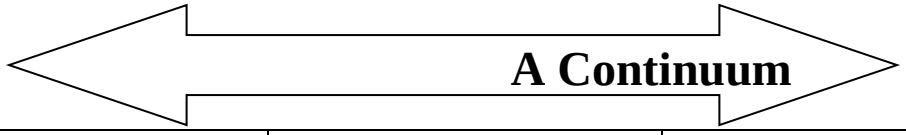
Table 1: Projected Enrollments for MIS Degree.

Steady-state enrollment for the program should be approximately 80 majors. Long-term, the Department hopes to substitute this enrollment for weaker applications to its other programs. There will, however, be a modest impact on enrollments in lower division computer science courses (CSC120, 203, 205). The Computer Science Department has informed the Senate Undergraduate Curriculum Committee that it anticipates the need for one additional full-time line to support this program if growth in enrollment requires it.

Redundancy with the CIS track of the Computer Science (CS) Major. Both our proposal and the CIS track of the College's CS degree draw heavily on the IS2002 framework referenced at the beginning of the document. The question begs, what is the difference? Differences include curricular emphasis, focus of student interest, employer interests, and who will accredit the degree. Our degree is designed to produce a very business-focused major with a strong, but applications focused, technical background. We anticipate attracting students who *do not* see themselves, first and foremost, as computer science majors.

(continued)

The figure below is intended to convey a continuum of computer-related education outcomes. At one extreme is the "pure" computer science degree, which is focused heavily on the development and perfection of computer technology and systems, including hardware and software engineering. At the other extreme is a business systems focus, concerned first with the underlying business process and, to gain a competitive and strategic advantage, the application of computers and technology to support the business process. The management of information resources is also a primary concern. This is the focus of the MIS major. In the middle lies the need to build, implement, and support the technology used by business, educational, scientific, and government organizations. This includes the installation and support of networks and databases, software administration and maintenance, and hardware installation and support. The CIS track of the computer science degree produces technology-focused students that are well equipped to support this need.



Traditional CS Major	**CIS Track of CS Major**	**MIS** ***Major***
Technology, Hardware, and Software Development Focus	Technology Infrastructure Focus Deployment, Maintenance, Operation	Business System Focus Strategic and Competitive Use of Technology and Information Resource Management

All of the students with an interest along this continuum need strong technology backgrounds. The difference lies in how the backgrounds will be applied. We believe that the addition of the MIS major will give the College a complete "product line" of computer education niches and position the College to strongly meet the needs of the myriad business stakeholders in this rich arena. We also believe that it will attract students from a different pool than does the computer science degree.

*****

We ask for the support of the College Senate for this proposal, so that it can be sent to the College APC Committee and, if approved, to SUNY System Administration.

We thank you for your consideration.

Proposed: ***Institute an new B.S. in Management Information Systems major***

Implementation Date: Spring 2005 (subject to required administrative approvals)

Primary Motivation: College and Department strategic plans, employer need, career interests of high-school students, competitive pressure.

Description of Proposed Program: Establish a B.S. in Management Information Systems (MIS) major. The program curriculum is based on the principles and goals outlined in the IS2002 Model Curriculum guidelines jointly developed by ACM and others[2]. Consistent with the IS2002 model and the needs of business organizations, the program provides students with a strong exposure to both business topics and information systems topics. Our proposal also incorporates various AACSB accreditation standards. Graduates will be able to function within, and support, contemporary business systems and organizations. Curriculum details are shown in ***Exhibit 1***.

Discussion: Each year, the Department conducts a review of the external operating environment, for the purpose of operational and strategic planning. Over the previous four years, our review has noted opportunities in the area of management information systems and our strategic weakness in this regard. Consider the following:

- High-technology sectors of the economy continue to represent key areas for potential job growth and opportunity for properly educated students. Unfortunately, our students and programs are currently limited in their ability to respond to these emerging sectors of the economy.

  Rochester ranks 21st out of 50 large metropolitan areas analyzed for their high-tech capabilities, which is rather high given the city's size ranking in the U.S., which is 79th. It would be difficult for the Department to argue that our Department's programs reflect this distinction.
- Rochester is betting its future on seven industry "clusters" promoted by the "Connect Rochester" campaign. These are:

• Photonics and Imaging	• Telecommunications
• Precision Manufacturing	• Biomedical
• Printing Technologies	• Software
• MIS/IT Business Service	

[2] *IS 2002: Model Curriculum and Guidelines for Undergraduate Degree Programs in Information Systems*. Association for Computing Machinery (ACM), Association for information Systems (AIS), Association for Information Technology Professionals (AITP).

Exhibit 1: Proposed MIS Degree Requirements

Course Requirements for the Management Information Systems Major: *Students must satisfy prerequisite, corequisite, business foundation, information systems core, and elective course requirements as outlined in sections 1 and 2 (a-e) below.*

3. Prerequisite Course Requirements (21-credits), must be completed before declaring the major: Prerequisite courses provide a foundation for upper division coursework. Grades in prerequisite courses are also used to determine admission to the major. Students must earn an overall GPA of 3.0, with no grade below C- in the seven courses listed below.

		Credits
CIS106	End User Computing	3
ECN100	Introduction to Economics (or ECN202 Macro Economics)	3
ECN204	Introduction to Statistics	3
ACC281	Introduction to financial Accounting	3
CSC120	Introduction to Computer Science	3
MTH221	Business Calculus or (MTH201 Calculus)	3
MTH281	Discrete Mathematics	3

4. Major Course Requirements: (54 credits) Completion of the ***management information systems major*** requires a minimum cumulative GPA of 2.0 in the **corequisite**, **business foundation**, **information systems core, and information systems electives** requirements specified in 2a, 2b, 2c, and 2d below. Students must earn a grade of at least C- in *each* course to satisfy degree requirements.

4a. Corequisite Skills Requirements (10 credits):		**Credits**
CMC201	Public Speaking (or CMC202, Principles of Communication)	3
ECN304	Intermediate Statistics	3
ENL308	Business Writing	3
BUS389	Business Careers Seminar	1

4b. Business Foundations Requirements (15 credits):		**Credits**
BUS325	Principles of Finance	3
BUS335	Principles of Marketing	3
BUS345	International Business Environment	3
BUS366	Organizational Behavior	3
BUS378	Business, Government, and Society	3
BUS461	Production and Operations Management	3

4c. Information Systems Core (23 credits):		**Credits**
ACC283	Accounting Information Systems	3
CSC203:	Fundamentals of Computer Science I	4
CSC205:	Fundamentals of Computer Science II	4
BUS317	Management Information Systems	3
BUS415:	Data Management	3
BUS417	Systems Analysis and Design	3
BUS464:	Electronic Commerce	3

4d. Information Systems Electives (6 credits):		**Credits**
CSC212:	Programming in Visual Basic	3
CIS419:	Computer Networks and Internet Applications (see note below)	3
CIS427:	Project Management and Practice	3
BUS318:	Advanced MIS	3
BUS498:	IS Relevant Internship (maximum of three credits of six elective credits required)	3

Note : Students wishing to use CIS419 as an elective need to complete CIS303, which is a prerequisite.

4e. Assessment Examination: Assessment protocols for this program include an in-class exam, taken in BUS464, designed to assess the student's knowledge of information systems topics. The exam, based on required courses in the MIS curriculum, is typically taken in the senior year.

Unfortunately, a review of the ***Connect Rochester*** home page (www.Connectrochester.com) shows that SUNY Brockport is conspicuously absent as supporting these clusters. The only cluster, in the list above, that our existing business program can be responsive to is the *MIS/IT Business Services* cluster.

- There is continued and growing importance of information systems, supporting all aspects of business. Emerging trends include e-commerce, geographic information systems, and data mining. A continued focus on the potential of electronic commerce, to fundamentally change business organizations, is also at the forefront of business strategy. MIS- related majors are one of the fastest growing demand areas for colleges and universities. Our business program is currently uncompetitive against Oswego, Plattsburgh, Buff State, UB, and RIT because we do not have a presence in MIS.

  According to the U.S. Department of labor, Occupational Outlook Handbook, almost one million unfilled IS/IT positions are anticipated by 2006. A bachelor's degree in computer science or information systems is a prerequisite for many of these jobs. For systems administrators and management support specialists, a majority of employers seek applicants with bachelor's degrees, although not necessarily in a computer-related field.

  Based on our strategic planning efforts, the Department began three years ago to enhance our image and programming in the area of information systems. Three MIS electives have been developed and added to the management specialty of the business degree, and the hiring of an additional MIS faculty line has allowed us to move forward.

  Although offering students the opportunity to take MIS electives in the management track is a marginal step in the right direction, we remain very weak competitively vis-à-vis other SUNY units. The MIS background obtained by interested students in the current structure is not sufficient to make them strong candidates for jobs typically requiring an MIS degree.

  Another strategic issue to be addressed is attracting high parameter students to the College and to our programs. Each year, the Explorer's division of the Boy Scouts of America conducts a census of the career interests of high school juniors and seniors in Monroe County. Information Technology/Information Systems is now the top career interest of high school students, surpassing business management and accounting.

  It has been over ten years since the Department has proposed an entirely new major. Given the opportunities in this area, we believe it is time to introduce an MIS major. This proposal is consistent with the College mission of student success, the College and Department strategic goal of attracting high parameter students, and the Department's goal of improving placement metrics for our students. As per our discussion about repackaging our finance specialization as a separate finance major, the proliferation of specialized undergraduate degrees by our competitors and potential interest in the same by employers provides additional impetuous. Finally, the proposal is consistent with the MIS niche we will be developing for the 150-hour degree in accounting.

  We note that this proposed major has a prerequisite course GPA requirement of 3.0. This is based on our strategic focus and initiative of attracting high parameter, capable students. This proposed major will require that students demonstrate high-level technical ability and knowledge. Assessment data collected and analyzed in the Department shows a high correlation between our students' grades in the prerequisite courses and their ability to successfully complete the degree program. We have a similar 3.0 GPA requirement in our major in International Business & Economics, which has been our "flagship" program, attracting high quality students. Likewise, over time we have increased the prerequisite GPA requirement for Business Administration and Accounting majors to 2.5 (from its historical norm of 2.0). The faculty of the Department believe, and data supports the belief, that our

students must demonstrate capability and motivation in our sophomore level "basic" courses before assuming the responsibilities and demands of our advanced courses. These are the reasons for the 3.0 GPA requirement in the prerequisites.

Our proposal draws heavily from the ACM IS 2002 model curriculum for Undergraduate Degree Programs in Information Systems. This framework was reviewed by over 1,000 individuals from industry and academia and discussed extensively at more than a dozen national and international meetings. As such, we can demonstrate responsiveness to stakeholders as required by AACSB standards.

In designing this curriculum proposal, the following goals were pursued:

1. Devise a curriculum that is arguably relevant to stakeholders by maintaining a close parallel between the proposed curriculum and the ACM/IAS/AITP curriculum.
2. Minimize program development and operating costs by using primarily existing courses offered by Business and Computer Science. The Business Department does not wish to proliferate a large number of new course offerings.
3. Maximize students recruiting potential by facilitating inbound and outbound transfer opportunities, including:
    - 3-1-3 programs
    - 2+2 programs based on AS degrees in Business
    - 2+2 programs based on AS degrees with Computer Science
    - Future MS program in Business
    - 4+1 programs with RIT and Clarkson
4. Maintain consistency with the curriculum proposed for the 150-hour requirement in accounting.
5. Provide enough consistency with the degree in Business Administration so that students that choose not to pursue the MIS degree might reasonably complete the Business Administration degree without adding another year onto their degree requirements.

The ACM/IAS/AITP model IS curriculum identifies two sets of knowledge as important to the information systems professional. The two sets of knowledge are referred to here as A) ***knowledge and skills important to understanding and operating in the business context*** in which information systems exists and B) ***the information systems body of knowledge***.

A) Knowledge and Skills Important to the Business Context: The ACM/IAS/AITP study describes the following as "Prerequisite or interleave topics directly applicable to the IS curriculum"

- **Communication skills**: "*This should cover general and technical writing, oral communications, and listening skills."* These skills are overtly addressed in the proposed MIS curriculum through the inclusion of CMC201 (public speaking) and ENL308 (business writing). Writing, presentation, and listening skills are developed through courses with a BUS prefix.

- **Quantitative and qualitative analysis***:* "*This includes such topics as discrete mathematics, introduction to calculus, and statistics.*" These required analysis skills are directly addressed in the

proposed MIS curriculum through the inclusion of ECN204 (Introduction to statistics) ECN304 (Intermediate Statistics), MTH221 (business calculus) and MTH281 (Discrete Math) requirements in the prerequisite and corequisite blocks.

- **Organization function**: "*Students should be exposed to economics and functional areas of the organizations such as accounting, finance, human resources, marketing, logistics, and operations. They should also be introduced to international aspects of business*." The proposed MIS curriculum addresses this aspect of the model curriculum through prerequisites and the inclusion of a Business Foundations Requirement (see 2b in exhibit 2).

B) The IS Body of Knowledge: The study organizes the IS body of knowledge into the following units:

- Personal Productivity with IS Knowledge
- Fundamentals of Information Systems
- Information Systems Theory and Practice
- Information Technology Hardware and Software
- Programming, Data; File and Object Structures
- Networks and telecommunications
- Analysis and Logical Design
- Physical Design and Implementation with DBMS
- Physical Design and Implementation in Emerging Environment
- Project Management and Practice
- Electronic Business Strategy, Architecture, and Design

The MIS degree proposed here addresses the IS body of knowledge through the **Information Systems Core** requirement (Exhibit 1, 2c) and through **IS Electives** (Exhibit 1, 2d).

Assessment: The following will be used for outcomes assessment purposes.

1. Business skills and knowledge will be assessed using the same core curriculum assessment instruments and processes used to assess the business administration core.
2. An exam administered in BUS464 will be used to assess the MIS body of knowledge.
3. Employer feedback forms for internships and full-time hires will be utilized.
4. Alumni surveys, administered in concert with the alumni surveys for business administration, will be used to gather alumni feedback.
5. Educational Benchmarking Institute (EBI) senior exit surveys will be used to benchmark overall student satisfaction, with various aspects of the program, against other schools in our same Carnegie class. The Department routinely utilizes EBI exit surveys in its existing programs.

Resources: Our Department does not seek additional resources for this proposal. The required courses are already staffed on a regular basis, and we will manage resources internally to ensure that students are serviced. At this stage of its evolution, the Department does not seek to grow total enrollment, but rather to structure its programs such that we attract the highest parameter students, consistent with Department and College strategic planning goals. Our goal is to run a modestly sized, high quality, program. Our task will be to work with enrollment management to substitute stronger applications from students seeking this degree for weaker applications from students seeking other degrees that we offer. Enrollment goals for the program are:

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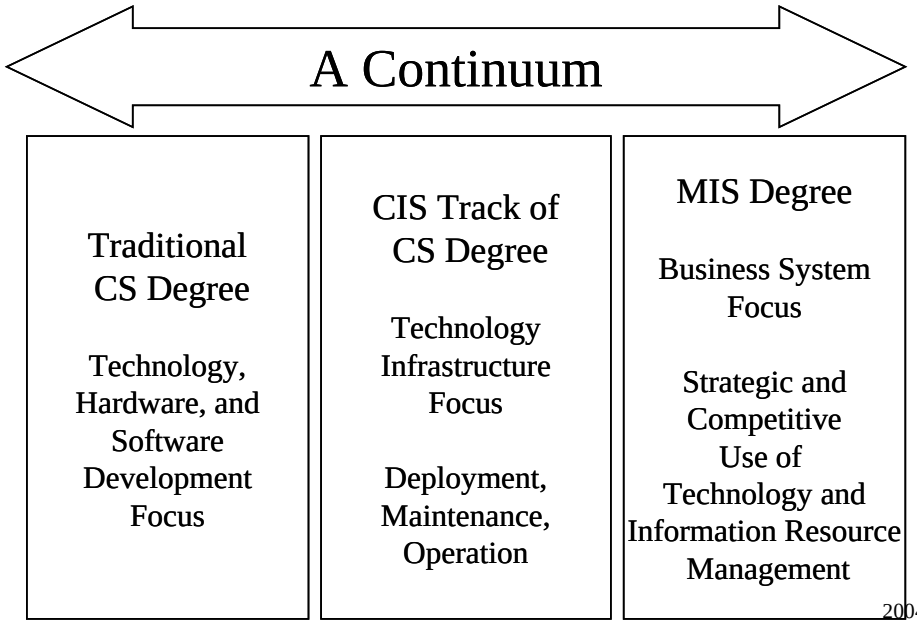
The figure below is intended to convey a continuum of computer-related education outcomes. At one extreme is the "pure" computer science degree, which is focused heavily on the development and perfection of computer technology and systems, including hardware and software engineering. At the other extreme is a business systems focus, concerned first with the underlying business process and, to gain a competitive and strategic advantage, the application of computers and technology to support the business process. The management of information resources is also a primary concern. This is the focus of the MIS degree. In the middle lies the need to build, implement, and support the technology used by business, educational, scientific, and government organizations. This includes the installation and support of networks and databases, software administration and maintenance, and hardware installation and support. The CIS track of the computer science degree produces technology-focused students that are well



equipped to support this need.

All of the students with an interest along this continuum need strong technology backgrounds. The difference lies in how the backgrounds will be applied. We believe that the addition of the MIS major will give the College a complete "product line" of computer education niches and position the College to strongly meet the needs of the myriad business stakeholders in this rich arena. We also believe that it will attract students from a different pool than does the computer science degree. We ask for the Senate Undergraduate Curriculum Committee's support for this proposal, so that it can be sent to the Senate, the College APC committee and, if approved, to SUNY Central Administration.