The IDSc Department

- Sustained worldwide leadership in the discipline
  - 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/outsourcing)
- 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
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