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**Proposal to the Senate Educational Policy Committee**

**PROPOSAL TITLE:** Change the name of the Business Process Management major to Operations Management

**SPONSOR:**

Cele Otnes  
Director of Undergraduate Studies  
Department of Business Administration  
Telephone: (217) 265-0799  
Email: cotnes@illinois.edu

Michael Lim  
Assistant Professor, Operations Management Area  
Department of Business Administration  
Telephone: (773) 331-7606  
Email: mlim@illinois.edu

**COLLEGE CONTACT:**

Mark Peecher  
Associate Dean, College of Business  
Telephone: (217) 333-4542  
Email: [peecher@illinois.edu](mailto:peecher@illinois.edu)

**BRIEF DESCRIPTION:** We propose to change the name of the Business Process Management major to Operations Management. The requirements for the major will not change.

**JUSTIFICATION:** The current name for our undergraduate major, Business Process Management (BPM), does not provide a clear understanding of our curriculum to recruiters. We find recruiters are more accustomed to the term Operations Management (OM), which is more prevalent in industry as well as at other business schools. Recruiters who are unable to connect BPM with OM tend to overlook the qualifications of our students majoring in BPM. None of our peer universities use the term BPM. The fact that major journals in the area use Operations Management in the title (e.g., *Journal of Operations Management*, *Production and Operations Management Journal*, *Manufacturing and Service Operations Management*) is further evidence that this name change is warranted.

The new name was proposed by the faculty members teaching in the major and approved by the Undergraduate Studies Committee as well as the Department Advisory Committee of the Department of Business Administration.

**BUDGETARY AND STAFF IMPLICATIONS:** *(Please respond to each of the following questions.)*

1) Resources

- a. How does the unit intend to financially support this proposal?

The department will cover the costs of changes in the marketing materials.

- b. How will the unit create capacity or surplus to appropriately resource this program? If applicable, what functions or programs will the unit no longer support to create capacity?

We do not anticipate substantial change in demand that would require additional course sections.

- c. Will the unit need to seek campus or other external resources? If so, please provide a summary of the sources and an indication of the approved support.

No additional resources will be sought.

- d. Please provide a letter of acknowledgment from the college that outlines the financial arrangements for the proposed program.

College funds will not be needed.

2) Resource Implications

- a. Please address the impact on faculty resources including the changes in numbers of faculty, class size, teaching loads, student-faculty ratios, etc.

This change will not require new courses or change in the number of sections.

- b. Please address the impact on course enrollment in other units and provide an explanation of discussions with representatives of those units. *(A letter of acknowledgement from units impacted should be included.)*

We do not anticipate a change in course enrollment in other units.

- c. Please address the impact on the University Library *(A letter of estimated impact from the University Librarian must be included for all new program proposals. If the impact is above and beyond normal library business practices, describe provisions for how this will be resourced.)*

We do not anticipate an impact on the University Library.

- d. Please address the impact on technology and space (e.g. computer use, laboratory use, equipment, etc.)

We do not anticipate an impact on technology and space.

For new degree programs only:

*(The following questions are not applicable to this proposal).*

- 3) Briefly describe how this program will support the University's mission, focus, and/or current priorities. Include specific objectives and measurable outcomes that demonstrate the program's consistency with and centrality to that mission.
- 4) Please provide an analysis of the market demand for this degree program. What market indicators are driving this proposal? What type of employment outlook should these graduates expect? What resources will be provided to assist students with job placement?
- 5) If this is a proposed graduate program, please discuss the programs intended use of waivers. If the program is dependent on waivers, how will the unit compensate for lost tuition revenue?

**DESIRED EFFECTIVE DATE:** Fall 2017, or as soon as possible.

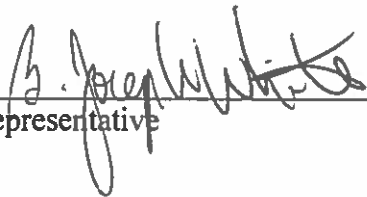
**STATEMENT FOR PROGRAMS OF STUDY CATALOG:** *(All proposals must include either a new or revised version of the entry in the Programs of Study Catalog, if applicable. Entries will be published as approved by the Senate. Future changes in the statement for Programs of Study Catalog which reflect changes in the curriculum, must go through the normal review process at the appropriate levels.)*

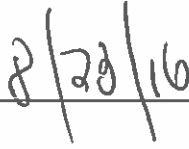
This will not change the program of study catalog, except for the change in the name.


Therefore, Appendix A is not relevant to this request, since there is no curriculum change proposed at this point.

**CLEARANCES:** (Clearances should include signatures and dates of approval. These signatures must appear on a separate sheet. If multiple departments or colleges are sponsoring the proposal, please add the appropriate signature lines below.)

Signatures:

  
\_\_\_\_\_  
Unit Representative

  
\_\_\_\_\_  
Date

  
\_\_\_\_\_  
College Representative

  
\_\_\_\_\_  
Date

\_\_\_\_\_  
Graduate College Representative

\_\_\_\_\_  
Date

\_\_\_\_\_  
Council on Teacher Education Representative

\_\_\_\_\_  
Date

# Major in Operations Management

## For the Degree of Bachelor of Science in Operations Management

The Operations Management Major develops concepts and skills for crafting innovative ways to deliver a firm's goods and services. It focuses upon the productive management of capital, human capital and information resources upon the process of value creation. The coursework devotes particular attention to the definition of business goals and the design of management policies and procedures for achieving those goals. Students majoring in Operations Management typically will seek careers as operations or strategy consultants, supply chain analysts, quality management professionals, manufacturing or service operations managers, project managers or leaders within other mission-critical functions of an organization.

In addition to the Operations Management Major requirements, Business Administration students must also fulfill the University's General Education requirements and the College of Business Core Courses requirements (for more detail, refer to the [College of Business Undergraduate section](#)).

Requirements for the major are:

Code	Title	Hours
<a href="#">BADM 350</a>	IT for Networked Organizations	3
<a href="#">BADM 374</a>	Management Decision Models (Prerequisite: <a href="#">ECON 203</a> )	3
<a href="#">BADM 375</a>	Business Process Management	3
<a href="#">BADM 377</a>	Project Management	3
<a href="#">BADM 378</a>	Logistics Management	3
<a href="#">BADM 379</a>	Business Process Improvement	3
Select three of the following:		9-10
<a href="#">BADM 311</a>	Individual Behavior in Orgs (Prerequisite: <a href="#">BADM 310</a> ) <sup>1</sup>	
<a href="#">BADM 312</a>	Org Design and Environment (Prerequisite: <a href="#">BADM 310</a> ) <sup>1</sup>	
<a href="#">BADM 329</a>	New Product Development (Prerequisite: <a href="#">BADM 320</a> ) <sup>1</sup>	
<a href="#">BADM 353</a>	Info Sys Analysis and Design (Prerequisite: <a href="#">BADM 350</a> ) <sup>1</sup>	
<a href="#">BADM 445</a>	Small Business Consulting <sup>1</sup>	
<a href="#">BADM 453</a>	Decision Support Systems (Prerequisite: <a href="#">BADM 350</a> ) <sup>1</sup>	
<b>Total Hours</b>		<b>27</b>

Course List

<sup>1</sup> One of these three course requirements may be satisfied by an appropriate internship, approved in advance by the Head of the Department of Business Administration or designee.

UNIVERSITY OF ILLINOIS  
AT URBANA-CHAMPAIGN

RECEIVED

AUG 31 2016

OFFICE OF THE PROVOST

College of Business  
Office of the Dean  
260 Wohlers Hall  
1206 South Sixth Street  
Champaign, IL 61820-6980



To: Kristi Kuntz  
Assistant Provost for Undergraduate Academic Affairs  
Provost & Vice Chancellor for Academic Affairs  
204 Swanlund Administration Building  
601 E. John, MC-304

From: Mark Pecher 

Date: August 22, 2016

Re: Approval of Department of Business Administration Revisions

The College of Business requests approval of the following from the Department of Business Administration for two of their undergraduate majors:

Title change: Business Process Management major to Operations Management

Title change: Information Systems/ Information Technology (IS/IT) major to Information Systems

Attached also please find the requested changes in catalog copy. There are no changes to program content.

The proposal has been reviewed by the appropriate committees at the department and college levels and approval has been recommended. I also recommend approval.

If you have questions, please call 333-2747.

/ms

Enclosures

Cc: Waqar Ahmed, Chair, College of Business, Educational Policy Committee  
Aric Rindfleisch, Department Head, Business Administration

UNIVERSITY OF ILLINOIS  
AT URBANA-CHAMPAIGN

EP.17.15

Office of the Provost and Vice Chancellor  
for Academic Affairs

Swanlund Administration Building  
601 East John Street  
Champaign, IL 61820



September 1, 2016

Bettina Francis, Chair  
Senate Committee on Educational Policy  
Office of the Senate  
228 English Building, MC-461

Dear Professor Francis:

Enclosed is a copy of a proposal from the College of Business to rename the undergraduate major in Business Process Management.

Sincerely,

A handwritten signature in cursive script that reads 'Kathryn A. Martensen'.

Kathryn A. Martensen  
Assistant Provost

Enclosures

c: M. Peecher  
C. Otnes  
M. Lim  
A. Edwards