

Executive Summary for the BBA in Management Information Systems (MIS)
Turner College of Business
2013-2014

Major Findings of the Program's Quality and Productivity

- The Management Information Systems (MIS) major in the BBA program was deemed **satisfactory** or higher in every category including overall viability and program improvement plans, which were both rated as above average by the CPR committee.
- The overall viability of the MIS program is **above average**.
- Strong support is provided by the College's accreditation by AACSB.
- Further evidence of quality is noted in the student achievements on nationally normed tests and major field assessments.

List of Recommendations for Improving Program Quality

Since RPG is an average rating, the program improvement plan should necessarily focus on improving RPG.

List of Recommendations for Improving Program Productivity

While MIS is the smallest of the business majors, the productivity of the MIS faculty measured by student credit hours is high. Productivity increases will include three approaches:

1. Increase the number of majors by improving the reputation and attractiveness of the major
2. Improve RPG.
3. Increase the number of cross-listed courses and courses open to other majors.

Conclusion about the Program's Viability at CSU

This program is viable because the demand for its graduates is strong and entry level salaries are attractive. Program viability was deemed **above average**.

Program Improvement Plan

Initiatives to Be Implemented

- Improve internal marketing of major to general business and computer science students.
- The effectiveness of current instructional staffing will be reassessed relative to changing technology.
- Faculty expertise in Business Intelligence must be added to maintain currency of the curriculum.

- Invest in additional training for faculty.
- Modify curriculum based on recent benchmarking of other programs and employer feedback.
- Increase internships and experiential learning opportunities.

Summary Recommendation: *Maintain the Program at the Current Level.*

Of the undergraduate business majors, MIS is the smallest and has suffered a decline in enrollment. There is, however, a strong market for MIS graduates and major local companies actively seek MIS graduates for employment. The College has designated the growth of the MIS program as a priority. A major curriculum overhaul is currently underway.