

ISM Executive Council Meeting Minutes

Wednesday, September 30, 2009

Welcome from the Interim Dean: Dr. Ajay Samant

- Advisory Council brings validity to the ISM program with their presence on campus and their expertise
- ISM faculty helped the ISM program receive national credit
- College updates
 - The Career Center: last fall 792 interviews were conducted
 - Global Business Center: we want more international exposure and this center will facilitate international partnerships
 - Center for Sustainable Business Practices: we want to encourage HCoB students and faculty to be knowledgeable in these areas and we welcome employer input
 - Entrepreneur Center: helping HCoB students break ground in their own companies

Announcements & News:

This year's theme is complete and sustain

- Complete in process work
- Sustain current efforts
- Outsource work where possible
- Continue with Continuous process movement

Program Metrics:

- Enrollment is up (246 is the largest yet)
- Graduation Rate (Program goal 80-90 per year)
 - Last fall we met our goal
- GPA: slight improvement in average and percent above 3.0
- Internships (based on graduation surveys)
 - ISM Culture communicates the message that internships are necessary in ISM field
 - MGMT 2800 is positioned to better send this message
- Study Abroad participation is up. ISM program leads college in participation
- Business Externship Program
 - Piloted in ISM program at Amway
 - Incorporated into MGMT 2800, Introduction to Supply Management, starting this Fall
 - One of three career exploration options
 - Looking for more local partners to participate

- Essentially a job shadow program that will assist undergrads to determine the major they would like to explore
 - Mentors are committing to their time and expertise
 - David Hamilton also agreed that this one day investment was equally beneficial for Amway as it was for the student
- February APICS Case Competitions
 - WMU APICS team finished 2nd of 19
 - Winning team consisted of graduate students from UW Madison

APICS Golf Outing

- Saturday April 24
- Where Lake Doster Golf Club
- Who students professors and professionals
- \$40 per student, \$60 for non-students
- \$50 and \$100 for company hole sponsorship
- Used as a fundraiser as well as a networking opportunity
- Australia 2010
 - Cancelled due to exchange rate increases
- The Good News
 - Dr. Duke will be heading another Thailand program with Dr. Wagner assisting
 - 26 students this year (to many for trip logistics)
 - 7 ISM majors
 - 1 ISM minor
 - 16 students next year
 - Jim Eckert is planning a trip to Germany with an optional 1-week negotiating class
 - Drs. Balik and Parker are organizing a trip to Prague
- International Programs
 - Bret Berquist, Director of Study Abroad programs has left WMU for MSU
 - Tremendous loss for WMU
 - Good news – we have made significant progress during his time here at WMU
 - Universidad de Cantabria in Santander, Spain
 - First Cantabria exchange student: Trisha Terns
 - Studied in Costa Rica
 - Statistics Minor
 - 3.5 GPA
 - SAP Help Desk Employee
 - Currently on internship at Johnson & Johnson

- Mapped the approved courses for Cantabria Curriculum: diploma in International Business and Economics/European Business and Economics
- Housing via homestay or apartments
- Relatively low-cost location
- Opportunity to travel in Europe
- Need to grow program
- Hogeschool Utrecht, The Netherlands
 - Course Mapping – challenge with quarters vs. semester schedules
 - Courses mapped for two programs
 - Summer II program also available
 - Housing via apartments in city
 - Exchange imbalance in our favor (they want our students)
 - Need to recruit first students from WMU to gain experience
- Swinburne University of Technology
 - Completed course mapping and approvals
 - Wide range of course selections
 - Housing at Unilodge
 - Easy integration
 - Strong Australian dollar and travel costs are making this a bit pricey
- Universitat Paderborn
 - Apartment Housing
 - Easy integration
 - Eurobiz student organization provides great support services
 - Course offerings are not yet standardized
- Advancia/Negocia
 - Great location in Paris
 - Involved partner
 - Need to re-map curriculum
 - Housing is an issue (hard to find and expensive)
- Beijing Language and Culture Institute
 - Two ISM students have attended
 - Verna Leung
 - Matthew Kelly
 - Purely language curriculum
 - Potential for growth
- Japan
 - Have had a strong relationship
 - New ISM student, Regina Cassens, plans to study in Japan for a year
 - Studied Japanese in HS (Troy)
 - Recruitment Opportunities @ Troy HS

- Scholarships Support
 - Presidents Grant (~\$4000) with 2 years of college language study
 - ISM Program (\$2000)
 - Four scholarships provided by John Deere
 - One scholarship from Whirlpool
 - One scholarship from Marathon
 - Amway will be supporting as well
- International Internships
 - Sydney, Australia will be pilot program for summer 2010
 - More information in February Meeting

360 degree Evaluation Director of ISM review:

- At 5 year point, good idea to review leadership of the program
- Supports continuous improvement
- Supports self-direction of program
- Linda Ickes will conduct
 - Feedback from peers, supervisor, consumers of your management, and self
 - Management-Leadership Practices Inventory (MLPI)
 - MLPI assesses management, leadership, and interpersonal style
 - 85 behavioral descriptors using a 7-point scale
 - MLPI is based on ratings of skills and behaviors
 - Self-rating in addition to “employees” (EC members –up to 20), peers (faculty colleagues – 5) and supervisors (Department Chair and Dean- 2)
 - What the MLPI measures
 - Management Practices
 - Planning
 - Technical Expertise
 - Performance Standards
 - Coaching
 - Evaluating Performance
 - Facilitating Change
 - Delegation
 - Recognition
 - Goal Setting
 - Leadership
 - Communication
 - Strategy
 - Empowering Others
 - Teamwork
 - Resourcefulness
 - Trust

- Decisiveness
- Self-confidence
- Interpersonal Style
 - Directive
 - Approachable
 - Participative
- Project Objectives and Next Steps
 - Feedback for Bret and his skills in directing ISM Program
 - Evaluation of EC's involvement and input on program
 - Change management
 - Process/Meeting improvement
 - Feedback report to Bret
 - Sharing of strengths and opportunities with EC at February 2010 meeting
 - Additional suggestions from colleagues and EC
 - Start, Stop, Continue

Trends in Supply Management Employment

- Where do ISM grads most often start their careers within your organization (2006/2009)
 - Purchasing/Procurement/Buyer (72%/43%)
 - Forecasting/Planning/Scheduling (28%/29%)
 - Materials/Inventory Management (33%/43%)
 - Manufacturing/Operations Management (11%/0%)
 - Transportation/Distribution/Logistics (33%/57%)
- 2008/09 Trends for WMU Grads
 - Job Titles Reported
 - Buyer
 - Tactical Buyers
 - Supply Chain Development Program (Rotational)
 - Logistics-Account Executive
 - Sourcing Specialist
 - Inventory Manager
 - Production Planner
 - Production Scheduler
 - Supply Chain/SAP Coordinator
 - After much discussion with Executive Council members, it is clear that job titles do not clearly indicate what activities employees engage in.

- Existing and Emerging industries in ISM
 - Experiencing more demand in logistics
 - 3PL (Transportation and Logistics)
 - Sales/Account Management
 - Emerging opportunities
 - IT Consulting
 - Service Operations
 - Healthcare
 - Food & Beverage
 -

New ISM Curriculum

- Removed Electrical Circuits (no longer a requirement)
- MGMT 2800 is now entry level rather than senior level
- Six credit elective/minor option has been added
 - Allows students to tailor your degree—makes them more responsible for their career planning and development
- The new curriculum has “maxed out “required business credits
 - Students need minimum of 63 non-business credits
 - No more space to add required business classes
 - ISM program might suggest non-business elective courses that would benefit ISM majors
- General Education Areas IV, V, VI
 - Area where ISM program can make recommendations
- Additional Flexibility Options?
 - Recommendation presented to Executive Council to allow students to take MKTG 4860—Marketing and Sales Law OR MKTG4840—International Law
 - Executive Council supported this change
 - Recommendation presented to allow students to take IME4870—Manufacturing Productivity Techniques **OR** IME5120—Management of Service Operations **OR** GEOG5010—Geographic Information Systems
 - Executive Council supported this change
- Potential with Current Tuition Plan
 - Create a one-credit Topics in Supply Management course
 - For most students, a one-credit class is “free” (due to university block tuition pricing) but valued
 - PROPOSAL
 - MGMT 3330 – Topics in Supply Management
 - Potential topics

- Blueprint reading
- Services procurement
- Leadership
- SS Practice
- Packaging/containerization/returnables
- Negotiating
- Project management
- Status: proposal looks like it will pass through the management department and go to the College Curriculum Committee

Assessment – University Perspective

- Accreditation Overview
 - Institutional accreditation (accreditation at the university level; helps you to qualify for federal funding; helps credits to transfer to other universities; helps university to offer financial aid)
 - Overview
 - Assessment focus
 - Importance
 - Specialized accreditation (professional programs within the university; typically focus on the degree program; facilitates competency and credibility to recruit student and faculty)
 - Overview
 - Assessment focus
 - Importance
 - North Central Association of Colleges and Schools Higher Learning Commission (NCAHLC)
 - Accreditation Criteria
 - Mission
 - Preparing for the Future (Resource Allocation)
 - Student Learning and Effective Teaching (Evidence of student learning)
 - Discovery of application of knowledge (lifelong learning)
 - Engagement in service
 - Association to Advance Collegiate Schools of Business (AACSB); helps with specialized accreditation
 - Accreditation criteria (21 standards)
 - 14 of these standards deal with the administration of the college (a few are named below)
 - Mission statement
 - Student recruitment and retention

- Faculty sufficiency and qualifications
 - 7 standards deal with assurance of learning (assessment)
 - Management of curriculum
 - Definition of learning goals
 - Content coverage
 - Student/faculty interaction
- University Assessment
 - External Assessment (are we teaching the right things?)
 - Internal Assessment (course-embedded; are students learning what we are teaching?)
 - It is NOT based on student perceptions
 - Assessment methods
 - Learning objectives
 - Metrics
 - Benchmarks
- Closing the loop
 - External assessment
 - Recruiting
 - Professional certification
 - Internal assessment
 - Collection and analyzing student performance data
 - Comparing data to benchmarks
 - Curricular innovation (closing the loop)
 - Determining need for new instructional methods
 - Developing new instructional methods
 - Implementing new instructional methods

Assessment – Learning Outcomes

- The current ISM program assessment document is dated and not very useful for program improvement
 - The assessment process that provides reporting to the university needs to communicate what the program is doing well to assure future university support
 - The university assessment process should support industry feedback that the ISM program has historically used
- First step is to define better learning objectives
- PROPOSAL
 - Need to be concrete with objectives
 - High percentage need to be tied to a single course to support usable feedback
- Examples of better learning objectives:
 - MGMT 4640, Production Management and Control
 - Able to analyze inventory situations and apply appropriate inventory models

- Demonstrate skill in making forecasts using time series models
 - Be able to perform the calculations used in multi level/MRP planning
- MGMT 3200, Managing ERP Systems
 - Understand the importance of master data quality in the functioning of ERP systems
 - Know the major steps in procurement, production and sales processes
 - Know how standard ERP software is customized to manage a specific company's business processes
- Industry support is needed in developing good learning objectives
 - Honest feedback from industry on what the ISM program is not doing well is needed
- A meeting to start the development of new learning objectives is needed. This should occur before the next executive council meeting.

Review of Calculus Requirement

- Implementation of the calculus requirement was flawed
 - Students could graduate without taking it
 - Nothing made students take it early in their career
- Current status
 - On the books, but student are advised that they currently do not have to take it
- NEED TO MEND IT OR END IT
- Previous proposal: re-implement with business optimization option
 - This is a problem due to the non business credit requirement
 - Business optimization can be taught in the new Topics in Supply Management courses

- A number of arguments were presented in support of ending the requirement
 - MBA Programs and Calculus Requirements
 - Kelly School of Business: not required
 - University of Michigan: suggested but not required
 - Ohio State: not required
 - Michigan State University: not required
 - Data gathered for 233 ISM Students
 - Of these, 110 had calculus
 - 10 took at WMU and had to repeat the course
 - 49 transferred credit from another institution
 - 7 met requirement with high school AP credit
 - Average grade in calculus: 2.47
 - 96 of the 110 had calculus prior to IME 3280—Quality Assurance and Control
 - Regression analysis performed to relate calculus to performance
 - Factors in model can predicted about 36% of variability in performance
 - Most significant factor in model is student GPA

