

Proposal to Change Names for Transportation and Logistics  
and Production/Operations Management Degree Programs

Proposal

The faculty in the Department of Logistics, Operations, and Management Information Systems in the College of Business propose changing the names of two of its undergraduate degree programs. The faculty wants to change the name of the Production/Operations Management degree program to Operations and Supply Chain Management. Similarly, the faculty wants to change the name of the Transportation and Logistics degree program to Logistics and Supply Chain Management.

Justification for Name Changes

The faculty recently restructured the curricula in Production/Operations Management (POM) and Transportation and Logistics (TRLOG). The faculty in the Department of Logistics, Operations, and Management Information Systems unanimously support changing the names of each degree program to more accurately reflect the content and focus of each new curriculum.

As delineated in the next section, the new curricula include a common set of required courses for the two degree programs as well as required courses that are unique to each program.

While the theoretical bases of POM and TRLOG are different, in practice logistics and operations management processes are becoming more integrated. An increasing number of employers of both POM and TRLOG graduates are seeking individuals who understand the integrative nature of the two disciplines. This is particularly important for our graduates as they progress along their career paths. At the same time, graduates must possess the unique skills and knowledge sets required at the entry level for POM and TRLOG positions. The new curricula were designed with these dual objectives in mind.

The set of three common courses for the two majors address the integrated activities and processes of logistics and operations management in practice. “Supply Chain Management” is the widely accepted terminology for the integration of business processes both within and across organizations. Hence, the proposed new names of Operations and Supply Chain Management and Logistics and Supply Chain Management reflect both the unique and integrative components of each degree program.

It should be noted that the faculty considered alternative names and structures for the new curricula, including combining the two programs into a Supply Chain Management major with “options” in TRLOG and POM. This and other alternatives were rejected for four key reasons. First, the TRLOG program has a long history at ISU and has a strong national reputation. The POM degree program was established in 1998 and has been growing well. The faculty strongly believes that the name “Logistics” should be retained in the appropriate degree program to capitalize on the reputation it has earned. The faculty also strongly believes that retaining the name “Operations” is important to the continued growth of its program. Second, based on our experience with “options” in other College of Business degree programs, we believe separate degree programs will be less confusing to prospective employers as “options” do not appear on the students’ transcripts or diploma. Third, students appear also to favor separate degree programs rather than “options.” The enrollment in POM increased greatly when it changed from an “option” within Management to a separate degree program almost six years ago. Finally, we know of no other university program that uses just the name “Supply Chain Management” for their degree program. Instead, the term is

used with the specific disciplinary focus of the program (e.g., Logistics, Transportation & Supply Chain Management at University of Maryland; Supply Chain and Information Systems at Pennsylvania State University).

### New Curricula

In developing the new requirements the faculty reviewed several other university programs and sought input from leading firms in the areas of logistics and operations management, including several employers of our graduates. The new curricula are presented on the last page of this proposal.

The two curricula provide the different, unique skills and knowledge sets required of students entering the two professions of logistics management and operations management. Logistics and Supply Chain Management majors must take Advanced Logistics Management (TrLog 460) and Transport Economics (TrLog 461) plus at least one other course from a list of “directed” electives. Operations and Supply Chain Management majors must take Manufacturing Planning & Control (POM 422) and Competitive Manufacturing Management (POM 424) plus at least one other course from a list of “directed” electives.

As noted earlier, students in each degree program will take three courses in common – Purchasing and Supply Management, Demand Planning and Management, and Strategic Supply Chain Management. These courses address inter-organizational logistics and operations processes (i.e., across supplier, manufacturer/distributor, and customer organizations) from an integrated systems perspective.

Based on our review of other university programs, two of these common courses truly differentiate our programs. No other university offers a Demand Planning and Management course, though supply chain connectivity with customers is a critical interface. Most companies we interviewed as well as the academic and trade literatures acknowledge that this is an emerging area of emphasis in practice and research. Strategic Supply Chain Management is a capstone course that utilizes integrative cases and projects that require both logistics and operations skills. Thus, each case and project team includes students from each major, providing an opportunity for students to work with individuals with different skill sets and experiences.

### Enrollment

As the table below indicates, over the last four years the average number of Transportation and Logistics graduates per calendar year has been 93. The comparable average number for Production/Operations Management is 22. The POM degree program is only about six years old (it was an option in another major before this, with fewer than five students per year).

Calendar Year	TRLOG Graduates	POM Graduates
2000	74	9
2001	98	21
2002	116	31
2003	83	27
Average	93	22

As of late February 2004 there were 127 TRLOG majors and 50 POM majors. Twelve (12) students are double-majoring in TRLOG and POM. Most of these majors are juniors or seniors since business students typically enter their major program of study during their junior year.

The recent restructuring of the two curricula and name changes, if approved, are expected to result in an increase in the number of majors in each program because industry demand for students who are knowledgeable about Supply Chain Management is growing rapidly. We do not know how many more students to expect, but we believe the increase will not require additional resources.

#### Relationship to Existing Curricula at Regents Universities in Iowa

Our Transportation and Logistics program is unique in the state. Thus, the Logistics and Supply Chain Management name change will not affect our sister regents universities.

The University of Northern Iowa offers a 12-credit hour emphasis in Supply Chain and Operations Management within its Management degree program. Three of the five required courses and each of the directed electives in our (proposed) Operations and Supply Chain Management curriculum are different than UNI's requirements. The University of Iowa does not offer a degree program in this area, but does offer some coursework in operations management and management science.

Letters were sent on March 2, 2004 to the College of Business Deans at both University of Iowa and University of Northern Iowa notifying them of our intention to change the names of our two programs. They were invited to provide comments about our proposal. To date we have received no reply.

## **COURSE REQUIREMENTS FOR THE TWO DEGREE PROGRAMS\***

### **Logistics and Supply Chain Management (LSCM) Degree Program**

The following five courses are required for the LSCM major:

- LSCM 461 – Transport Economics
- LSCM 460 – Advanced Logistics Management
- LSCM 463 – Purchasing Management (jointly listed as OSCM 463)
- LSCM 485X – Demand Planning and Management (jointly listed as OSCM 485X)
- LSCM 487X – Strategic Supply Chain Management (jointly listed as OSCM 487X)

Additionally, students must complete one of the following courses:

- LSCM 462 – Carrier Management
- LSCM 466 – International Transportation and Logistics
- OSCM 422 – Manufacturing Planning & Control
- LSCM 469 – Contemporary Issues in Transportation and Logistics

### **Operations and Supply Chain Management (OSCM) Degree Program**

The following five courses are required for the OSCM major:

- OSCM 422 – Manufacturing Planning & Control
- OSCM 424 – Competitive Manufacturing Management
- OSCM 485X – Demand Planning and Management (jointly listed as LSCM 485X)
- OSCM 463 – Purchasing Management (jointly listed as LSCM 463)
- OSCM 487X – Strategic Supply Chain Management (jointly listed as LSCM 487)

Additionally, students must complete one of the following courses:

- LSCM 460 – Advanced Logistics
- LSCM 461 – Transport Economics
- OSCM 428 – Special Topics in Operations Management

\* The program names and course designators assuming approval of this proposal to change the names.