REPORT FOR THE UNIVERSITY SENATE

University Senate Committee: Academic Policies Committee

Brief History of Issue—why the issue is being considered:
(From the COB) **Rationale:** The existing name is outdated, and does not reflect current managerial thought or the current curriculum. Our curricular offerings and course content have adapted over time. This change simply brings the name of the emphasis in line with the current design.

**Points Discussed by Committee:**
1. Changing the name will help with recruiting students to UWEC.
2. “Operations/Materials Management” is a 1960s term and doesn’t reflect the current curriculum. Prospective students ask why UWEC doesn’t offer the program that it actually does. Having the name reflect what we actually teach will help people know what we’re teaching.

**Pros of Recommendation:**
1. See Rationale and Points Discussed above.

**Cons of Recommendation:** None

**Technology/Human Resource Impact:** None

**Committee Recommendation:**
Change the name of the “Operations/Materials Management” emphasis of the Management major (Code 820-001) within the Department of Management and Marketing to “Operations and Supply Chain Management” emphasis.
MOTION FOR THE UNIVERSITY SENATE

The Academic Policies Committee,

by a vote of __6__ in favor to __0__ against on October 7, 2014

recommends that the name of the “Operations/Materials Management” emphasis of the Management major (Code 820-001) within the Department of Management and Marketing be changed to “Operations and Supply Chain Management” emphasis.

Implementation Date: 2015-2016 Catalog

Signed: _______Jean A. Pratt_____
Chair of the Committee

Send to: University Senate Office