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## Educational Policies Committee Program Proposal, Jon M. Huntsman School of Business, April 19, 2007

Utah State University

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UTAH SYSTEM OF  
HIGHER EDUCATION

*Building a Stronger State of Minds*

AGENDA

MEETING OF THE  
UTAH STATE BOARD OF REGENTS  
TO BE HELD AT  
DIXIE STATE COLLEGE, ST. GEORGE, UTAH

April 19 – 20, 2007

Utah State Board of Regents  
Office of the Commissioner of Higher Education  
Board of Regents Building, The Gateway  
60 South 400 West  
Salt Lake City, Utah 84101-1284

**Finances:** The only costs anticipated are changes to the department website and letterhead. It should have no budgetary impact on any other programs or units at USU.

## ii. Change the Name of the Department of Business Information Systems

**Request:** The Department of Business Information Systems requests permission to change the name of the department from Business Information Systems to Management Information Systems.

**Need:** Management Information Systems (MIS) is a widely adopted department name by leading information systems programs. Top programs using the MIS name include the Terry College of Business at the University of Georgia, Eller College of Business at the University of Arizona, Management Information Systems (MIS) University of Texas at Austin, University of Virginia, Fox School of Business at Temple University,

Business Information Systems is no longer a common department name for information systems programs. For instance, IS World's (IS World.org) list of undergraduate programs contains around 50 programs. Among these 50 programs, only St. Bonaventure University was listed as using the BIS name for the department. St. Bonaventure offers a 4-year degree in BIS.

The department believes the MIS name represents a standard of high quality and sends a signal to potential employers and donors that the department is committed to high-end research and teaching. Management Information Systems has broad strategic appeal. The change from BIS to MIS is necessary, as we remain committed to offering a quality information systems program at the bachelor's, master's, and doctoral levels.

**Institutional Impact:** Although a name change may appear to be a minor change, the department believes there is great potential for positive institutional impact. Students, faculty, and development efforts will benefit from this department name change.

Students looking for employment on Monster.com will only find 111 related positions linked to the keyword "BIS". However, a search of "MIS" yields over 1000 (which is the maximum allowed) related positions. More importantly, BIS does not contain any search-related job titles. However, MIS includes related job titles including MIS manager, information Systems manager, Information technology manager, IT manager, IT director, director of information technology, MIS director, director of information systems, network manager, and director of technology.

Faculty recognize the importance of the MIS name change. During the departmental faculty meeting on February 15, 2006 the faculty unanimously agreed to the name change.

**Finances:** The departmental name change does not require additional funding or staffing changes. However, the department believes the name change will help facilitate departmental and college goals related to student recruitment, student placement, as well as development efforts.