

Implementation Plan

1. Cover memo

PAC SCBTM Year of appraisal 2017

To: Sandra Gabriele, Vice-Provost, Innovation in Teaching and Learning
From: Anne-Marie Croteau, Dean of the John Molson School of Business
Date:

Please find enclosed the finalized Implementation Plan for the **SCBTM Majors** as part of the academic program appraisals process. This Plan was duly discussed with:

- The Chair of the PAC or the unit(s) under appraisal
- The Dean of Graduate Studies (if applicable)

As mentioned in the Concordia University Academic Program Appraisals Manual, 5th edition revised November 2015, the John Molson School of Business will follow-up on this Plan in two years, when prompted by your office.

Sincerely,

Dean's name Anne-Marie Croteau

Dean's signature



Date January 15, 2024

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2. Summary

The Department of Supply Chain and Business Technology Management includes three main areas of specialization: supply chain operations management, business technology management and data analytics. Reflecting these areas, at the undergraduate level, the department offers two majors: one in Business Technology Management (BTM) (COOP), and one in Supply Chain Operations Management (SCOM) (COOP), as well as minors in SCOM, BTM and data analytics. At the graduate level, it offers a master's in supply chain management (MSCM), a recently implemented Master's in Business Analytics and Technology Management (MSc. BATMAN), and a PhD in Business Administration.

The department supports five core courses in the core undergraduate program, including the new course in Innovation Management (COMM 219) and the new Computing and Visualization Tools for Business Analytics course (COMM 213). The three areas of the department address the need of organizations to bridge the gap between technology and business (BTM), manage the flow of products, money, and information (SCOM), and data analytics. Our programs represent the integration of organizational areas and functions critical today for their success and train students on the many information technologies and enterprise systems used in organization.

The Department of Supply Chain and Business Technology Management has seen impressive growth in between 2011 to 2021, with enrolment in the undergraduate majors growing by 366% in BTM and 100% in SCOM, outperforming all other majors in the JMSB. As of Fall 2022 the enrolment in the BTM major has been 621 students, and that in the SCOM program was 270 students. Further, the enrolment in minors has been 146 in BTM, 48 in SCOM and 134 in Data Intelligence. Hence, the total number of students enrolled in various programs at the department has been 1,219 in Fall of 2022. The Master's in Business Analytics and Technology Management program that was launched in the Fall of 2022 is currently 14 students. The Master's in Supply Chain Management program has admitted 9 students in Fall of 2023. The department has managed the continued growth by hiring new faculty members. In 2022 a tenure-track faculty in BTM area was hired. Currently hiring is in progress for two tenure-track positions: one in BTM and one in data analytics. Also, a new ETA faculty in SCOM area had been hired in 2021.

Members of the SCBTM department are aware of the fast pace at which business needs evolve and recognize the importance of providing students with learning experiences that will help them develop the competencies needed for the evolving demands of the job market. As such a revision of the undergraduate majors will be launched, based on environmental scans and labor market analyses. Changes brought to the programs will lead to newly articulated program competencies, helping students to better understand potential career pathways.

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3. Recommendations

The Dean is invited to include a numbered list of recommendations for improvement, as well as a rationale and implementation schedule.

Recommendations	Prioritized timeline for completion	Responsibility	Dean's comments and resource implications
1. Conduct a robust environmental scan to support ongoing curriculum development	Start winter 2024 – end spring 2025	Chair, program directors; faculty members; with the support of the Manager Programs, CIT's Head Educational Technologist, and consultations with the Office of the VPTIL and the CTL as needed.	The undergraduate BTM and SCOM majors will be revised and updated. This process includes among many things, the gathering of data by benchmarking competitor programs and carrying out labour market analyses.
Rationale: There is a need to ensure a better balance of breadth-depth in the programs. Curricular updates should be based on an environmental scan of competitor programs and labour market analyses to better communicate program outcomes and career pathways.			
2. Address the overloads problem holistically before adding resources (EE-1).	Done	Chair, Dean	A plan was implemented regarding hiring and attracting new PT faculty. Work overload is no longer an issue.

Rationale: An assessment of workload issues needs to be carried out to support sustained growth.			
3. Develop a strategic hiring plan for faculty (PAC-2) and staff (PAC-6) in consultation with the Dean.	Done	Chair & Dean	The strategic hiring plan is revised every year.
Rationale: The hiring plan should be aligned with continued enrollment growth and needs of proposed new majors.			
4. Streamline the MSCM admission process (PAC-8) especially regarding acceptance and visa applications for international students.	Winter 2024	Graduate Program director, Chair	A plan will be establishing with the MSCM GPD.
Rationale: Issues that prevent students completing their program in a timely manner need to be resolved.			
5. Establish a shared understanding of what level of faculty performance is expected in terms of research, services, and teaching to get tenure and/or promotion (EE-2).	Work is planned to start in winter 2024	Chairs, with the support of the Associate Dean Faculty Affairs and the Dean	The work will be coordinated across the school.
Rationale: a document should exist articulating minimum expectations for promotion to provide clarity for existing and new faculty			
6. Improve student awareness about BTM and the purpose of its curriculum (EE-3).	2024-2025	Director of BTM program; Chair, with the support of CMS & the Manager, Communications	Much of the work will be carried-out during the revision/update of the BTM major.
Rationale: Make clearer links between the program and employment opportunities			
7. Develop a digital learning plan in consultation with the Dean.	N/A		
Rationale: There is no need to establish another computational lab. Current number of labs address the needs of the students as online			

platforms are now being used (e.g.: Ucertify) and two of the labs are remotely accessible.			
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