



MIS Advisory Board Meeting – Fall 2021

October 22, 2021



Terry College of Business
UNIVERSITY OF GEORGIA





Black Level

- *Caterpillar Financial*
- *Cloudera*
- *Deloitte*
- *EY*
- KPMG
- NCR
- NTT DATA Services
- Protiviti
- PwC
- State Farm

Red Level

- Aflac
- BDO
- Cerulium
- CGI
- Chick-fil-A
- Cox Communications
- Datum Software
- Gartner
- General Electric
- Jackrabbit Technologies
- Johnson Lambert
- The Home Depot
- Riskonnect
- Truist
- UPS
- Verizon

Agenda

- **Opening Comments and Lunch**
Hugh Watson
- **Introductions**
Hugh Watson and Rachel Gaston
- **Departmental Updates**
Maric Boudreau
- **Breakout Groups**
 - ❖ How can we better connect with MIS alumni?
 - **Hugh Watson**
 - ❖ What are the demand and skills for FinTech graduates?
 - **Bob Trotter**
 - ❖ What should we be teaching about AI?
 - **Maric Boudreau**
 - ❖ Environmental, Social, Governance (ESG) and IS - Teach now, Teach next, Teach never?
 - **Mark Huber**
- **Reports from the Breakout Groups**
Andi Brock, Rachel Gaston, Krista McNamara, and May Hu



Connect with us!



@misadvisoryboarduga



@ugaMIS



UGA
MIS Advisory
Board

Introductions

Rachel Gaston



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Skylar Aledia



Spencer Borrego



Andi Brock



Peter Hess



May Hu



Krista McNamara



Rohan Patel



Gary Barnes



Vivek Rama

Students on the MIS Advisory Board



Terry College of Business
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Connect with us!



UGA
MIS Advisory
Board



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MIS Departmental Update

Friday October 22, 2021



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MIS@Terry

9th Best MIS Department among Public US Institutions, according to 2022 ranking of US News & World Report

Hiring update

For August **2022**:

- New Lecturer
- New Associate or Full Professor *

For August **2023**:

- New Assistant Professor *

* *Part of a **Presidential Interdisciplinary Hiring Initiative**, which aims to build research capacity and engaging teaching by hiring an interdisciplinary cluster of faculty members focusing on ethics in data science and AI.*



Kuddos

Rick Watson:

- Awarded a honorary doctorate from the University of Liechtenstein



Elena Karahanna

- Awarded the 2021 INFORMS Information Systems Society Distinguished Fellow



Undergraduate Program

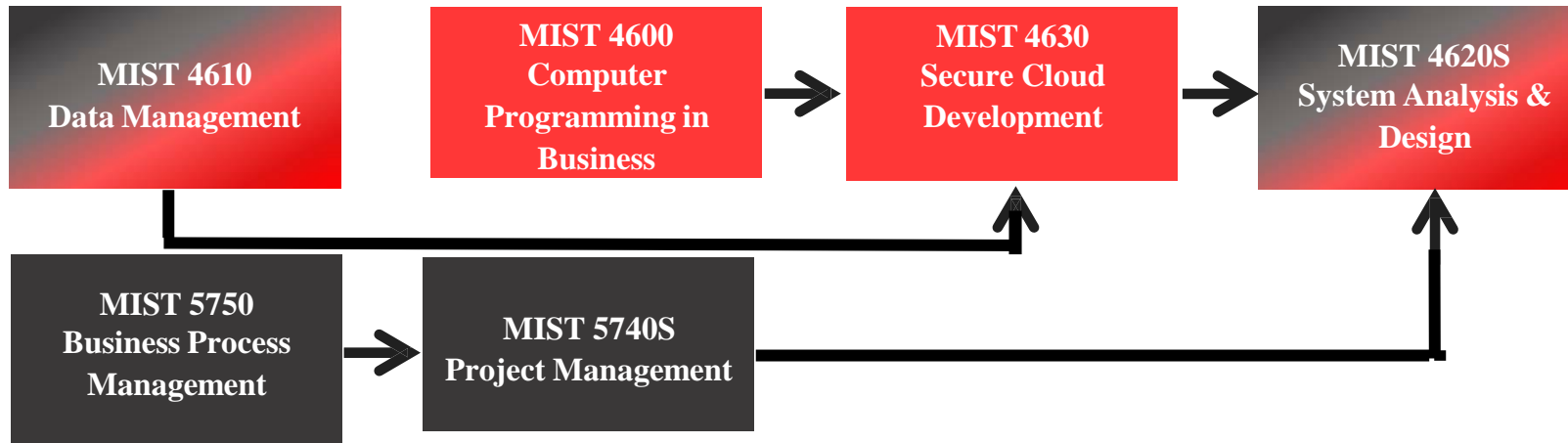


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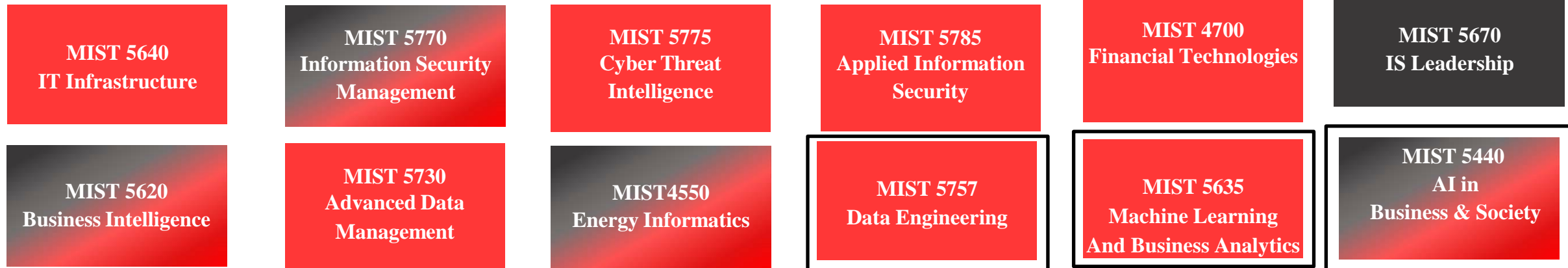
Undergraduate program update

Business Skills
Courses

Technical Courses



MIS Major Electives (only one needed)



NEW MIST COURSES

- **MIST 5757/7757 Data Engineering** (Spring 2022) – Course explores concepts and techniques of architecting data to support data-intensive applications and large-scale data analysis workflows.
- **MIST 5635/7635 Machine Learning and Business Analytics** (Spring 2022) – Course covers topics in supervised learning, unsupervised learning, dimension reduction, and feature selection.
- **MIST 5440/7440 AI in Business and Society** (Fall 2022) – Course explores AI business applications and impacts, AI biases, AI governance.

NEW BUSN COURSES

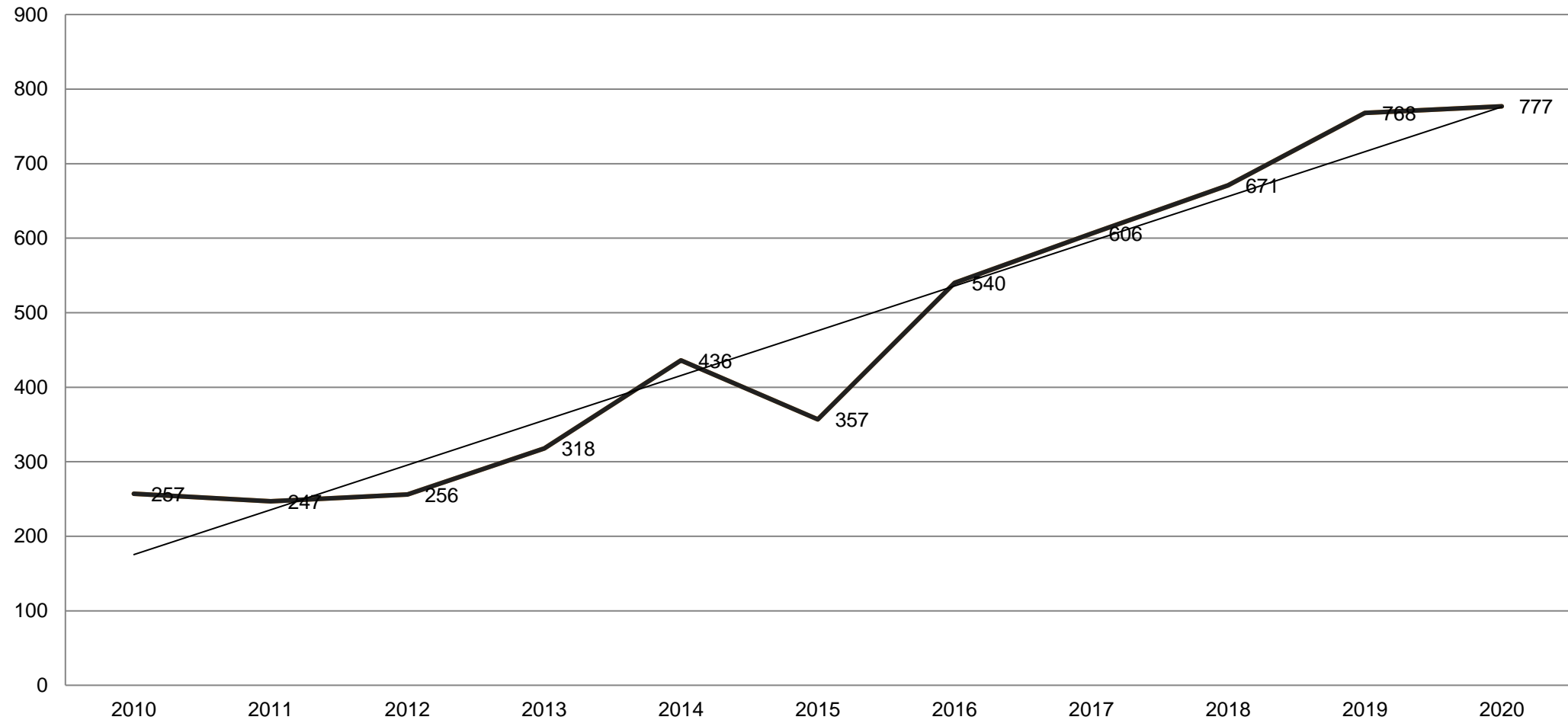
- **BUSN 4400 Business, Systems, and Technology Innovation** (Fall 2021) – Course explores the three main types of innovation that raise capital productivity are business models, systems, and technology.
- **BUSN 3020E SQL Skills for Business Analytics** (Fall 2022)
- **BUSN 3030E Python Programming Skills for Business Analytics I** (Spring 2022)
- **BUSN 4030E Python Programming Skills for Business Analytics II** (Spring 2022)
- **BUSN 3040E R Programming Skills for Business Analytics I** (Fall 2022)
- **BUSN 4040E R Programming Skills for Business Analytics II** (Fall 2022)
- **BUSN 6xxx Strategic Principles in FinTech** (Fall 2022)

MIS UNDERGRADUATE ADMISSION OVER TIME

	Spring 2015	Fall 2015	Spring 2016	Fall 2016	Spring 2017	Fall 2017	Spring 2018	Fall 2018	Spring 2019	Fall 2019	Spring 2020	Fall 2020	Spring 2021	Fall 2021
Honor Students	-	-	-	-	-	-	-	22	9	24	11	22	9	27
1 st choice	173	183	176	158	125	220	167	224	145	179	156	226	176	199
Change of major / Second major	22	49	50	41	57	48	62	44	47	42	69	56	74	55
Total	195	232	226	199	182	268	229	290	201	245	236	304	259	281
Total Accepted	113	132	136	137	134	154	174	180	176	177	181	184	207	200
% Accepted	58%	57%	60%	69%	74%	57%	76%	62%	88%	72%	77%	61%	80%	71%

MIS UNDERGRADUATE STUDENTS OVER TIME

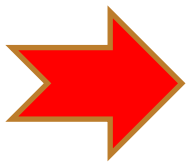
Number of MIS undergraduate students enrolled



** As of fall 2020: 31% Female*

UGA Popular Majors (Fall 2020)

Major	Undergraduate
Biology	2,552
Psychology	1,914
Finance	1,322
Computer Science	1,148
Marketing	884
Political Science	840
International Affairs	805
Management Information Systems	777
Economics	742
Accounting	541



UNDERGRADUATE EXIT SURVEY 2021

Data Collected from May 2021 to August 2021

~150 MIS students responded

UNDERGRADUATE EXIT SURVEY 2021

Placement Status

Employed	94%
Seeking	6%

Full-Time Job Compensation

Average Base Salary	\$69,824
Median Base Salary	\$70,000
Average Bonus	\$6,937

UNDERGRADUATE EXIT SURVEY 2021

Top 15 Employers

Deloitte

PricewaterhouseCoopers LLP

EY

RSM US LLP

Grant Thornton

KPMG

NCR Corporation

Manhattan Associates

Accenture

Johnson Lambert LLP

Oracle Corporation

Amazon

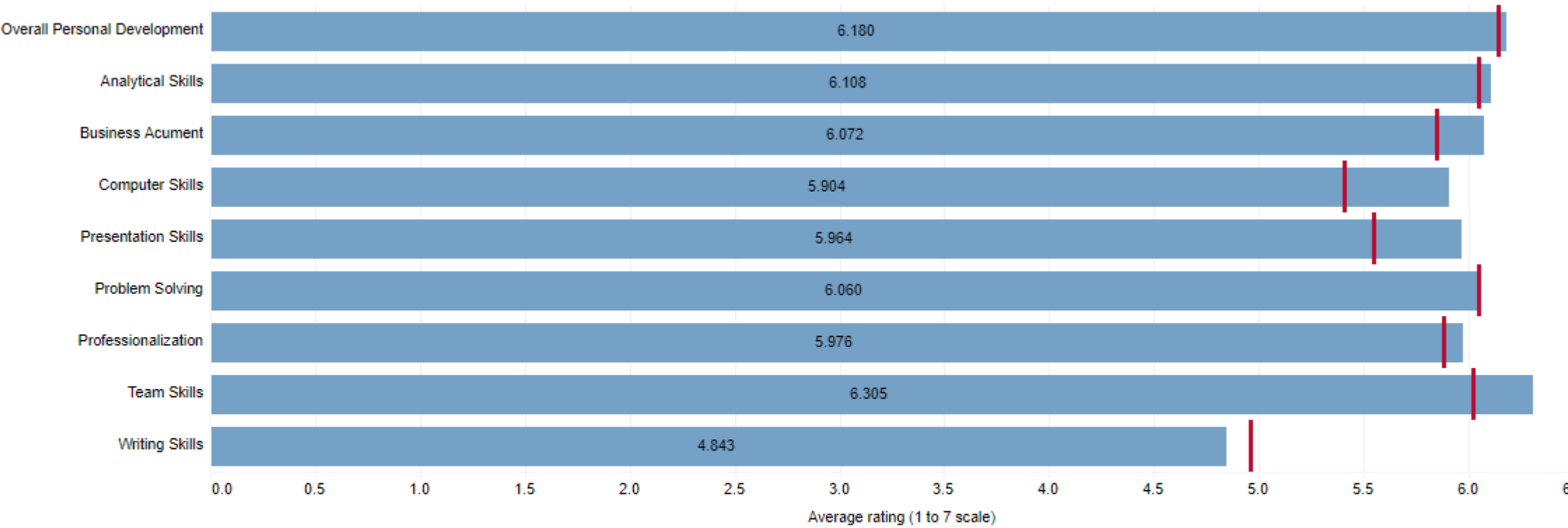
AT&T

Credera

Itineris

UNDERGRADUATE EXIT SURVEY 2021

Average personal development satisfaction ratings

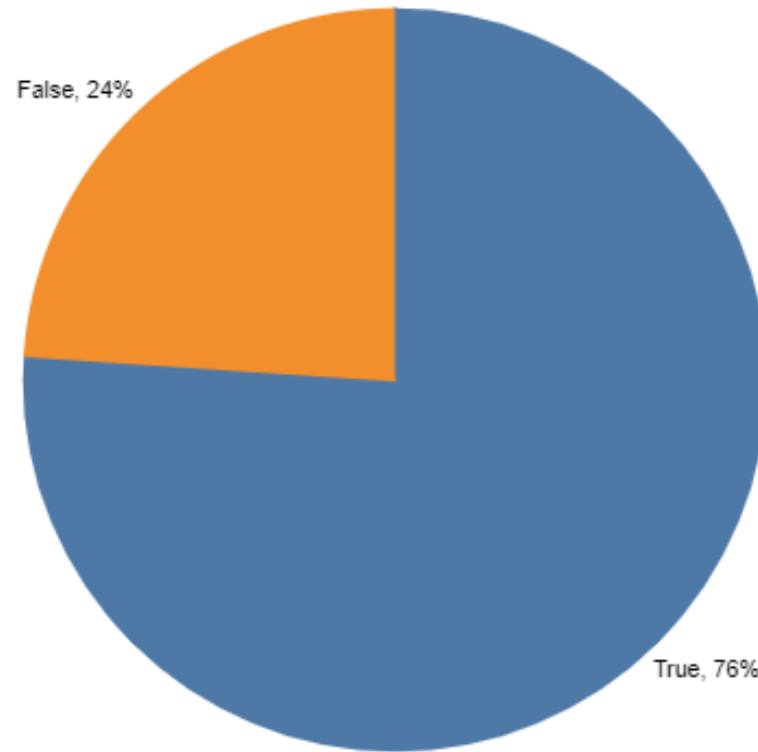


Note: Red bars indicate average score across all Terry Majors.

UNDERGRADUATE EXIT SURVEY 2021

Internships

Completed at least one internship



Internships Summer 2021

	MIST4800 (MIS)	MIST4801 (Data Analytics)	MIST4802 (Info Sec)	MIST4803 (FinTech)
Number of students	42	22	11	24
Sample of companies	Caterpillar Financial Cirrus Labs Dell Technologies Deloitte Double D fire protection Envistacom EY Inspire Brands International IT Solutions Kimberly-Clark KPMG Mohawk Industries NCR Novelis Partner Software Protiviti PWC Safe Systems SP Financial Group Textron United Way Walgreens Yamaha	Amazon Avanade EY KPMG Lumen Origami Risk Vanallen Whitman partners W. L. Gore	Battle & Associates Coalfire Deloitte EY Equifax KPMG PwC RSM Siemens	Advent eModal Ally Financial Black Rock Financial Capital Concepts USA Carroll Chick-fil-a Citi Bank EY Equifax FIS Fleetcorp Fiserv Global Payments Invesco Mitsubishi Financial NCR Ronald Blue Trust TTV Capital Union Bank of Switzerland Visa

Summaries of the Breakout Sessions



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How can we better connect with MIS alumni?

During the breakout session on how to better connect with MIS alumni, we started off the conversation with how we can improve student participation in mentorship programs. <https://mentor.uga.edu/> is the University Wide mentorship program, and Terry Connect is the program specifically targeting Terry students and alumni. Terry Connect has evolved to assisting students in resume building techniques, interview preparation, and various other tasks. One issue that the group recognized is that although there are many mentors that are involved with the program, student involvement is lacking. We discussed ways to improve mentee participation such as including participation as a way to gain Professional Development credit for MIS courses and increased promotion of the programs.

Next, we discussed various ways to improve MIS Alumni outreach efforts. One idea is to increase participation and use of the [MIS Alumni LinkedIn Group](#). LinkedIn has become a powerful resource that could be beneficial to our efforts. Another idea is to move towards using text messaging services to communicate events and updates in the MIS program. This would also include the ability for the individual to opt out of receiving these messages. For any meetings with alumni, Hugh Watson suggested using the Terry education center in Buckhead. This suggestion was widely accepted by the members of our breakout discussion, as many of our alumni are located in Atlanta. Additionally, we want to promote the existence of the MIS Advisory Board through LinkedIn, email, and social media platforms, and possibly include a QR code in our messaging so that alumni can easily access the donation page for the MIS department specifically.

Finally, we discussed the Braves Game event that our student representatives of the advisory board will be planning in the Spring of 2022. Several years ago, we had about 125 people attend. Our main goal for this event is to increase participation by promoting the event through our [LinkedIn](#) page, email, [Instagram](#), and [Twitter](#). This event will be open to all Terry students.

What should be taught in a MIS artificial intelligence course?

The new AI course should focus primarily on developing the foundational skills to know when to and how to approach the implementation of AI projects, as well as algorithm transparency. Without these foundational skills, AI projects may not provide business value, and may ultimately be a flop. All too often, tech-focused individuals jump straight into an AI project without thinking through and understanding the true purpose and potential value of the project to the business. Students should be able to 1. connect to business outcomes from the start, 2. define the root problem, 3. interpret to a business context, and 4. ensure good data quality. Teachings on algorithm transparency would need to touch on data governance, metadata, and the algorithm itself. Other topics to cover in this introductory course may be model governance, model validation, model risk management, statistics, data engineering, the future of work, design thinking, and embedding AI technology into business processes. Ultimately, those performing AI projects should possess sharp business acumen, which is defined as having good judgement and discernment in knowing which path to take among the many presented. Business acumen and vital critical thinking skills may be improved most effectively through the extension of summer internships into the school year (with fewer hours) or through a co-op program. We may consider

looking into the way that Emory University runs their co-op program, so that students can have more time with their respective companies and so that their internship learning is more deeply embedded with their academic learning. More hands-on topics that may be covered in upper-level AI courses include RPA, ML, Quantum, and AI in the cloud.

What is the demand and skills needed for FinTech?

The FinTech breakout session led by Bob Trotter primarily focused in on what skills and knowledge are in demand from employers. Before diving into this topic, we first explained the FinTech Certificate program at UGA and its four components: the FinTech Fundamentals seminar, a class that covers the regulatory/legal aspect of FinTech, a class that goes into more detail on the specific technologies in the FinTech space, and class credit from an internship in FinTech.

We then went into a discussion surrounding a wide variety of FinTech topics and asked company representatives for their opinions on the demand for knowledge in each category from students entering the professional world. These topics included blockchain, cybersecurity, fraud, ecosystem governance, and resiliency, just to name a few. The common trend we took away from these discussions is that simply just increasing exposure of these topics to students is key for employers. There is not an overwhelming demand for a primary skill; rather, the demand is for students to be familiar with these topics in a broader sense and be able to carry on conversations about the FinTech ecosystem. Whether this exposure comes from coursework, projects, or internships, a base-level knowledge on these FinTech topics is not only desirable to employers, but very impressive.

Environmental, social, governance (ESG) and IS: Teach now? Teach next? Teach never?

The goal is to create a new course modeled after MIST 5770 (Information Security Management) - “GRIPS” focused on ESG. This class will be case based, with foundational knowledge presented during first part of class by an MIS faculty member.

Cases will be written by participating firms and companies, followed by role play and constructive criticism regarding solutions and presentations.

The GRIPS model is beneficial because it teaches invaluable skills regardless of the topic. These cases will teach students how to sell these ESG ideas to organizations. The goal is to connect these cases to the organization’s **bottom line**. The three areas of ESG must be balanced, and the companies who interact with the class can present cases on each.

Is there an entire semester worth of content relating ESG to IS? Likely not. We should create ESG & IS that is a core business course (BUSN), not just MIST-prefix. At the BUSN level, an ESG/IS class would be very beneficial as all students should be made aware of these topics. There is a Terry student organization called Triple Impact Consulting that focuses on sustainability – this group should be reached out to.

The reality is that ESG is top of mind for students right now, and they're interested in it. We will likely get more passion on the ESG side from students who really care about making a difference. It is top of mind for his clients, and services must be built to improve sustainability. Environmental, Social, and Governance are relevant at any level, and a course on this topic should clearly be taught now.