MIS Advisory Board Meeting – Fall 2024

October 25, 2024

Terry College of Business
UNIVERSITY OF GEORGIA

Black Level

- ❖ Ad Victoriam Solutions
- ❖ Deloitte
- ❖ EY
- ❖ Goldman Sachs
- ❖ KPMG
- ❖ Protiviti
- ❖ PwC
- ❖ Truist

Red Level

- ❖ Amazon AWS
- ❖ Cerulium
- ❖ CGI
- ❖ Equifax
- ❖ Jackrabbit Technologies
- ❖ Johnson Lambert
- ❖ Moore, Colson and Company
- ❖ Riskonnect
- ❖ Savannah Nuclear River Solutions
- ❖ State Farm
- ❖ The Home Depot
- ❖ UPS
- ❖ Verizon

Agenda

- Opening Comments and Lunch

  Hugh Watson

- Departmental Updates

  Jerry Kane

- Breakout Groups

  ➤ What does the MIS Department need to do to get to the next level? *Jerry Kane and Kate Hurst*

  ➤ How is your organization using AI? What are the use cases in your organization to leverage AI? What technologies are you using? *Elena Karahanna and Brian Ferro*

  ➤ What knowledge and skills deficiencies, if any, do you see in our MIS graduates? *Hugh Watson and Ronnie Mreir*

  ➤ What should be included in a Product Management Area of Emphasis? Concepts? Skills? Technologies? *Mark Huber and Ben Williams*

  ➤ What should be included in a non-degree Digital Bootcamp offered by UGA Executive Education to enable your organization's current leaders to make good decisions related to AI, data analytics, and other core digital topics? *Linda Read and Ashley Parker*
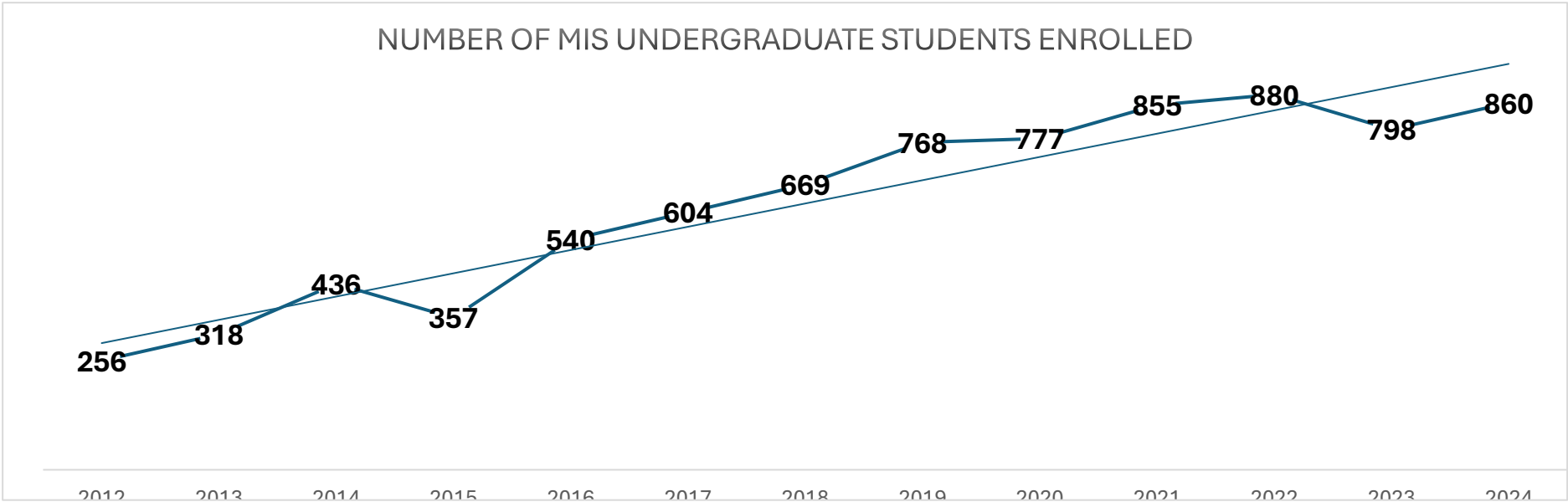
MIS Advisory Board

Fall Meeting 2024

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MIS UNDERGRADUATE ADMISSION OVER TIME

	Fall 2019	Spring 2020	Fall 2020	Spring 2021	Fall 2021	Spring 2022	Spring 2022	Spring 2023	Fall 2023	Spring 2024	Fall 2024
Honors	24	11	22	9	27	10	17	8	25	12	21
First Time Applicants	179	156	226	176	199	156	266	190	193	152	199
Change of Major / Second Major	42	69	56	74	55	70	49	83	22	52	20
Total	245	236	304	259	281	236	332	281	341	279	301
Total Accepted	**177**	**181**	**184**	**207**	**200**	**205**	**202**	**207**	**240**	**216**	**240**
% Accepted	72%	77%	61%	80%	71%	87%	61%	74%	70%	77%	80%

MIS UNDERGRADUATE ENROLLMENT OVER TIME

NUMBER OF MIS UNDERGRADUATE STUDENTS ENROLLED

Year	Enrolled
2012	256
2013	318
2014	436
2015	357
2016	540
2017	604
2018	669
2019	768
2020	777
2021	855
2022	880
2023	798
2024	860

As of Spring 2024: 37% Female

Major		Spring 2024
Psychology		2,297
Biology		2,081
Finance		1,345
Political Science		956
Marketing		880
Management Information Systems		872
Computer Science		725
Economics		680
Pharmacy		671
International Affairs		669
Business Administration		627
Accounting		627
Mechanical Engineering		601
Veterinary Medicine		577
Risk Management and Insurance		554

(removing "undecided" and "intended")

Hiring update (Spring 2023).

TOTAL DEGREES AWARDED: 368

NUMBER OF RESPONSES: 321

KNOWLEDGE/RESPONSE RATE: 87%

Post-Graduation Status	Responses	Percentage
Employed Full-Time	267	83%
Continuing Education	30	9%
Internship/Postdoc/Residency	7	2%
Employed Part-Time	1	1%
Not Seeking	4	1%
Seeking	12	4%

SALARY SUMMARY

# Reporting Salary	High Salary	Low Salary	Median Salary	# Reporting Bonus	Median Bonus
167	122,500	48,000	79,000	113	7,500

Kudos to our faculty

Awards:

- Dr. Carolina Salge and Dr. Elena Karahanna won Best Paper for MIS Quarterly and AIS Senior Scholars
- Dr. Carolina Salge won AIS Early Career Award
- Dr. Ling Xue won AIS Mid-Career Award
- Dr. Hani Safadi received Terry Outstanding Research
- Safadi and Amrit Tiwana, AOM Best Paper Award
- Dr. Hani Safadi, INFORMS Early Career Award

Promotions:

- Dr. Aaron Schecter as Associate Professor with Tenure
- Dr. Weifeng Li as Associate Professor with Tenure
- Dr. Mariana Andrade as Associate Professor with Tenure
- Dr. Karen Aguar as Senior Lecturer

- Dr. Maric Boudreau and Dr. Ling Xue up for Full Professor
- Dr. Karim Jetha up for Senior Lecturer
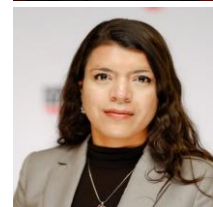
Personnel Updates

- Welcome:
    - Bob Trotter, Full-time
    - Ali Shrizababakan, Assistant Professor
    - Christina Serrano, Lecturer
    - Kim Guzman, advisor

- Goodbye to Dave Chatterjee in retirement.

- New Undergraduate Coordinator Karen Aguar

2024 Hiring Plan

- Hiring THREE new Tenure Track positions.
  - 107 Applicants
  - 8 Campus Visit Invitations
  - Thank you to Ling Xue and the committee

- Expect to hire one new lecturer position.

- Other schools are noticing our growth…

New Curriculum

Required Core: All MIS Students must take these.

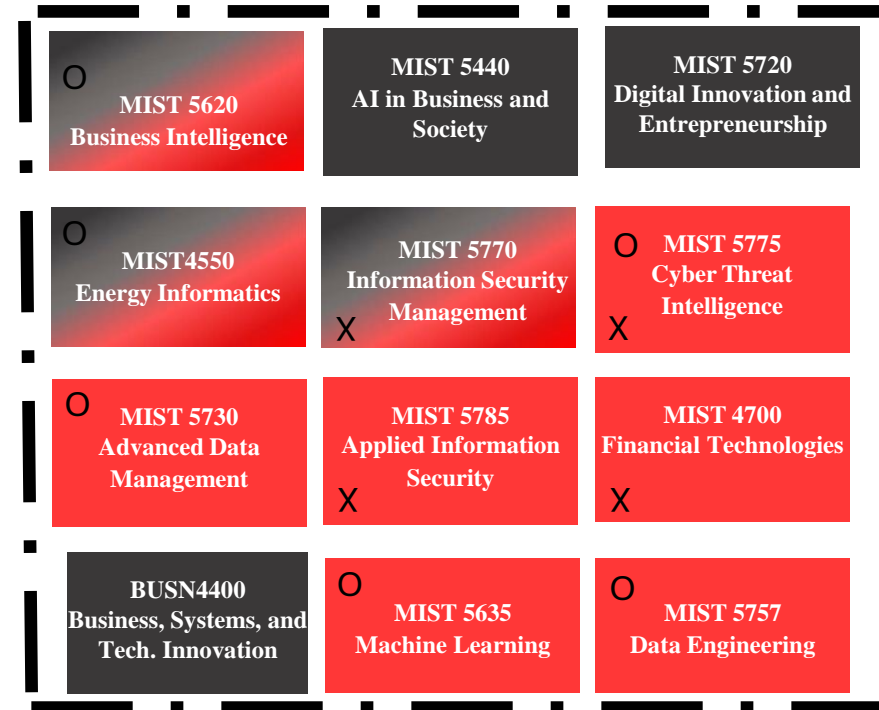**Flexible Core:** MIS Students must take 1 in this bucket (specific courses may be required by the AOE).

MIS Electives: Students must take 2 of these courses (or additional courses from Flexible Core). Specific Electives may be required by AoE.

O **MIST 4610**
Data Management

MIST 4600
Computer Programming in Business

MIST 5750
Business Process Management

MIST 5740S
Project Management

MIST 4620S
System Analysis & Design

X **MIST 4630**
Secure Cloud Development

X **MIST 5640**
IT Infrastructure

O **MIST 5620**
Business Intelligence

MIST 5440
AI in Business and Society

MIST 5720
Digital Innovation and Entrepreneurship

O **MIST4550**
Energy Informatics

MIST 5770
Information Security Management
X

O **MIST 5775**
Cyber Threat Intelligence
X

O **MIST 5730**
Advanced Data Management

MIST 5785
Applied Information Security
X

MIST 4700
Financial Technologies
X

BUSN4400
Business, Systems, and Tech. Innovation

O **MIST 5635**
Machine Learning

O **MIST 5757**
Data Engineering

Areas of Emphasis

Existing AoE: Data Analytics, Cybersecurity
Pending AoE: Business of AI, Cloud Computing
Possible AoE: Consulting, Software Development, Digital Innovation, Other?

O   Data Analytics
X   Information Security

Curriculum Innovations

- New Cloud Computing AoE Approved.

- Anticipate an MIS AI certificate for Fall 2025.

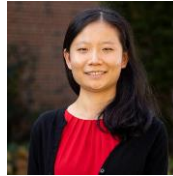- Exploring a Product Management Elective or AoE.

PhD Program Update

MIS Retreat

August 2024

Quick Student Update

Graduated

- **Yuanyuan (April) Song**
  - Marquette University
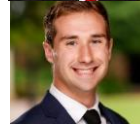 - Dissertation: Knowledge Analytics
  - Chairs: Rick and Xia

3rd Year

- **Hossein Arjmandi**
  - Dissertation co-chairs: Elena & Carolina
  - Topic: Chatbots
- **Michael Quigg**
  - Dissertation co-chairs: Elena & Jerry
  - Topic: AI Governance in Cybersecurity

2nd Year

- **Jason (Dadian) Du**
  - Mentor: Amrit
- **Tianwen Qu**
  - Mentor: Ling
- **Benjamin Richardson**
  - Mentor: Aaron

1st Year

- **Yolanda Davis**
  - Mentor: Jerry
- **Wei David Dai**
  - Mentors: Terence/Mariana
- **Huixin Han**
  - Mentor: Weifeng
- **Soyoung Jun**
  - Mentors: Maric/Jiyong
- **Leyan Tang**
  - Mentor: Xia

FALL 2023 PhD ADMISSIONS

- 57 applications (32 in 2023, 33 in 2022, 19 in 2021; 31 in 2020, 25 in 2019, 17 in 2018)

- Zoom interviewed 29, and 16 for second interview

- Admitted 6

- 5 accepted
  - Decline: Georgia Tech

- MPhil path

PhD Applications
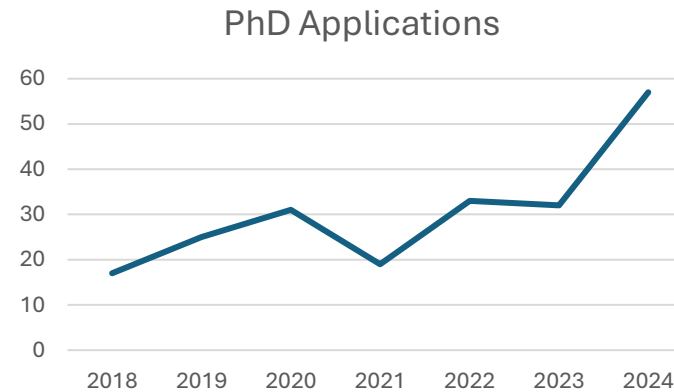
Many thanks to the PhD committee (**Xia, Terence Aaron**) for participating in the interviews (1st and 2nd round) and the rest of the faculty for participating in 2nd round interviews

Online Master of Business and Technology Program Update - Fall 2024

"Training tomorrow's innovators at the business-technology frontier."

21 MBT Graduates in Spring 2024

32 new 1st Years for Fall 2024

Recruiting Year	Applications	Accepts	In-Seats
2018	49	42	40
2019	46	40	42
2020	55	39	39
2021	55	36	32
2022	33	24	24
2023	46	34	30
2024	**52**	**36**	**32**

57 Current Students - 1st + 2nd Year

Program Updates:
- Dean Ayres has provided increased marketing funds to grow the program.
- Looking at curriculum updates - including project process - to streamline student journey.
- Considering how to incorporate AI into curriculum and promotion of the program. Currently, we cover AI in various program components, but feel that there should be more.

Capstone Project: Team project for a sponsor to create a technical business solution from inception through requirements gathering and design to implementation.

Current Projects:
- **Mock FinTech App**
- **MIS Student Portal**
- **Alternative Land Use Portal**
- **SC&E Interactive Website**

University of Georgia (Terry)
Athens, GA

📒 **#4** in **Business Programs** (tie)

The application deadline for the online graduate business programs at University of Georgia (Terry), a public school, is rolling. One hundred percent of students are already employed when they first enroll....Read More »

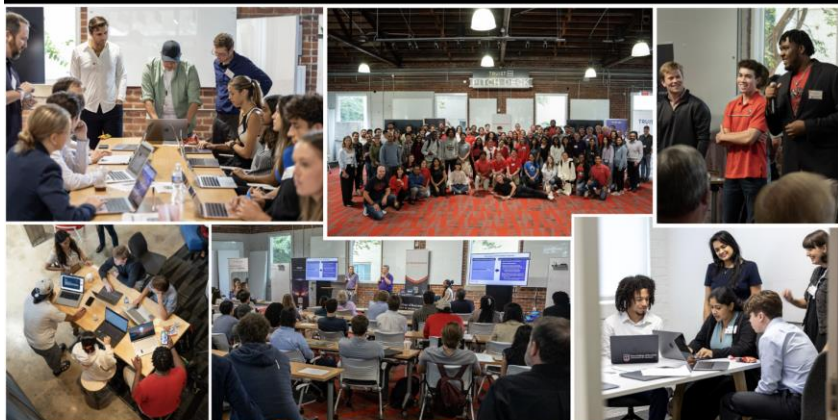Per Credit (Out-Of-State)
$825

Enrollment
51

School Type
Public

☑ Compare Now »

How you can help:
- Advise on skills and knowledge to cover
- Get the word out to potential students
- Think about sponsoring a project
- Consider MBT students for your hiring needs

Bob Trotter, Truist Event

Partners:
- Truist
- AWS
- IBM
- Classic City Collective
- IHG Hotels & Resorts

Student Leaders:
- Nikki Serafin
- Brian Ferro

Participants:
- Jittery Joes
- Your Pie
- Hotel Indigo – IHG Hotels & Resorts
- Golden Pantry
- Kempt
- Burton & Burton - TBD

Location
Studio 225
225 W Broad St
Athens, GA 30601

Date/Time
Friday, Sept. 13
12:30pm to 6pm

Saturday, Sept. 14
10am to 3pm

Details
Open to MIS and FinTech
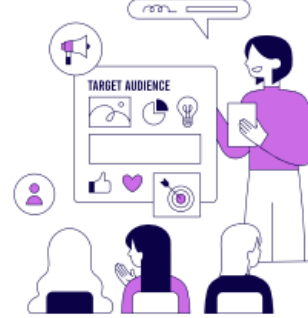Certificate Program
students

Meals provided both days

CURRENT STATE: FUNDRAISING VIA PHILANTHROPIC EVENTS

Classic City Collective organizes various fundraising events

1

Promote events via marketing channels to attract UGA fans and community

TARGET AUDIENCE

2

UGA fans and community members attend events

3

Conduct fundraising activities during events (e.g., auctions, donations)

4

Collect donations and funds raised during the events

5

Allocate funds to support individual player compensation based on NIL agreements

6

Ideal State: Pay By Bank

Customer Selects Pay by Bank → Customer Authorizes Payment → Bank Processes Payment → Merchant Receives Payment Minus Fee → Classic City Collective Receives Typical Fee

Ideal State: Round Up For Dawgs

Merchant Selects Traditional Payment → Customer Swipes Card → Customer Rounds-Up For Dawgs → Merchant Receives Payment Plus Round-Up → Classic City Collective Receives Round Up

Run of Show - Truist Immersive Learning Experience @ Studio 225

Step 1: Pre-Training	Step 2: Opening	Step 3: University of Georgia Introduction	Step 4: Working at Truist	Step 5: Capability Intro & Solutions	Step 6: Partner & Capability Introduction	Step 7: Food and Networking	Step 8: Opening & Team Solution Building	Step 9: Team Presentations & Closing
IBM, FIGMA & AWS	Truist Leader(s)	University Faculty	Truist Leader	IHG, IBM & AWS	Truist & Classic City Collective	University Faculty	Truist, IHG, IBM, & AWS	Student Teams
	Gayle Cabrera	TBD	Marc Prince Sangeetha Menon	Terry O'Connor Darren Price Madison Ramsey	Steven Farmer Banu Venkat Chris Noe	TBD		TBD

Prior to Event	Day 1 – September 13th						Day 2 – September	
	1:00 – 1:15	1:15 – 1:20	1:20 – 1:25	1:25 – 1:35	1:35 – 5:00	5:00 – 6:00	10:00 – 1:30	1:30 – 3:00

TRUIST UNIVERSITY OF GEORGIA Terry College of Business

1

Product Management

A major focus in the "Product Management" advisory breakout group was understanding the structure of product management within the organization. We explored how different firms adapt their structures—whether through matrix teams or dedicated product teams—to meet evolving market demands and business goals.

In addition to organizational structure, we discussed the potential of equipping students with hands-on experience using industry-standard tools like Jira, Slack, and Confluence.

The conversation covered critical product management skills such as market evaluation, business capability modeling (product sets), operating within matrix environments, establishing and measuring product metrics, and managing budgets. We touched on the potential for a project where a class of students works collaboratively across multiple teams toward one common goal.

While pragmatic product management models (focused on detailed functional requirements) were considered essential, many of our board members emphasized the relevance of product management at scale. Board members agreed that large-scale transformations and solution delivery should not be viewed as a single product, but rather as the strategic use of multiple products within a business's value architecture.

Additional Topics Covered

- Product launch
- User Stories
- The Triad: Strategic roadmapping (market size, monetization), technical roadmapping (detailed), and marketing
- Tying a product road map to a budget
- V2MOM
- Low/no-code disruptors

Mark Huber and Ben Williams

What does the MIS Department need to do to get to the next level?

Systems class needs to be redesigned- there is too much crossover between this course and project management, AI usage could be potentially added

- People were very excited about the idea of a Product Management focus because they see it as where the MIS department can create a niche for themselves that is seen nowhere else in the country
    - Could potentially combine current Systems and Project courses and add a product class
- Students need to be exposed to organizational change management (students lack these skills) – also need exposure to ERP systems
- MIS students need some work on their resumes- often do not highlight their technical skills and project experiences well enough
    - Could potentially create a mandatory resume workshop for students through a 1 hour course, carve out time in entry level class, or partner with the career center (especially with using AI tools)
- The project management course should include a more meaningful project, and the systems class's projects could be more differentiated
    - It was suggested that there could be a course that teams CS and MIS students together to work on a project with CS people as the programmers and MIS students orchestrating the project which would mimic a more realistic workplace situation

Jerry Kane and Kate Hurst

What knowledge and skills deficiencies, if any, do you see in our MIS graduates?

1. Communication and Presentation Skills

- **Conciseness and Directness**: Executives emphasized the need for MIS students to communicate clearly and concisely, especially when discussing problems and solutions. Time with senior executives, such as the "30-second elevator pitch," requires immediate clarity on the student's role and value.
- **Client Interaction**: Students would benefit from mock client interactions (e.g., chats and calls) to practice business communication in real-life scenarios.
- **Business Language**: Understanding business terminology and framing technical skills in a way that resonates with non-technical stakeholders, such as CFOs, is critical. Rather than focusing on technical jargon, students should communicate in terms of business problems and value.

2. Critical Thinking and Application

- **Focus on the "Why"**: Experts highlighted the importance of students understanding and articulating *why* a task or project is significant, beyond just knowing *how* to do it. This reflects an ability to think critically about the value of their work.
- **Building Business Cases**: Encouraging students to develop, pitch, and refine business cases can strengthen their understanding of project value and presentation skills. Structuring part of the curriculum around creating and iterating on individual business cases was suggested.
- **Problem-Solving and Proactivity**: Emphasis was placed on the need for students to ask meaningful questions to uncover root issues. Additionally, being proactive in challenging assumptions and providing alternative solutions is a skill set valued in the workplace.

3. Practical Knowledge and Skills

- **Technical Foundation with a Business Lens**: While UGA's MIS program provides a solid technical foundation, it could benefit from more focus on *how technical solutions enable business outcomes*. Understanding the business value behind technical solutions was highlighted as a crucial area for growth.
- **Experience with Tools and Processes**: Familiarity with "prompt engineering" for AI tools, as well as the ability to analyze business statistics and scorecards, were mentioned as increasingly important. With evolving technology, understanding tools from a high-level perspective is essential.
- **Programming Skills**: Companies like CGI and others indicated that strong programming abilities remain valuable regardless of market conditions, as IT rapidly evolves compared to other fields.

4. Confidence and Leadership Development

- **Building Self-Confidence**: UGA students are known for their intelligence, but the need for greater self-confidence and assertiveness in leadership roles was noted. Making one's presence known while maintaining humility can help MIS graduates stand out.
- **Exposure to Real-World Environments**: Encouraging students to step outside their comfort zones through volunteering, networking, and taking on leadership roles in team settings can foster confidence.
- **Client Relationships**: Establishing and maintaining strong client relationships was highlighted as essential in consulting and advisory roles.

5. Broader Industry Engagement and Market Conditions

- **Market Trends and Adaptability**: Advisors noted that the IT job market has softened, with Q4 economic conditions and upcoming elections adding to current instability. However, graduates with robust technical and business skills will still find long-term value in their degrees.
- **Networking with Smaller Companies**: Smaller companies may not actively recruit from UGA, so advisors suggested connecting students to professional groups and events (e.g., GA Technology Summit) to broaden their exposure and job prospects.
- **Alumni Engagement**: Engaging alumni to share experiences from 3–5 years post-graduation could inspire current students and provide insights into career progression in diverse roles.

Additional Insights

- **"People, Process, Technology"**: This trio remains fundamental, with advisors suggesting students focus on balancing these elements in real-world scenarios.
- **Long-Term Perspective**: Advisors highlighted the cyclical nature of IT and tech jobs, noting that unlike fields such as finance, IT's rapid evolution requires continuous skill development.

Hugh Watson and Ronnie Mrier

How is your organization using AI? What are the use cases in your organization to leverage AI? What technologies are you using?"

Throughout the breakout room discussion on the topic "How is your organization using AI? What are the use cases in your organization to leverage AI? What technologies are you using?" we had many insightful conversations with company representatives from multiple sectors.

Organizations are rapidly adopting AI to improve efficiency, automate processes, and enhance customer engagement. Many companies use predictive and generative AI technologies like ChatGPT and customized AI agents to streamline tasks and create personalized customer interactions. In industries such as insurance, AI is transforming underwriting, risk assessment, and other operational processes, while marketing teams leverage AI to target advertisements and tailor customer experiences more precisely. Meanwhile, in manufacturing and logistics, AI-driven monitoring systems are improving employee safety, optimizing productivity, and even helping to reduce carbon emissions.

However, there are significant challenges involved in deploying AI effectively. Ensuring high-quality, organized data is critical for accurate AI model outputs, but many organizations struggle with managing and cleaning their data. Additionally, privacy and security concerns remain at the top of mind, with fears of data leaks and IP protection leading some companies to restrict the use of specific AI tools. This has led to a heightened focus on data governance and a trend toward maintaining in-house AI models and providing sandboxes for safe testing environments.

While AI is advancing rapidly, it's important to remember that human oversight is still a crucial part of the equation. This is especially true in sensitive sectors like finance and insurance, where 'human-in-the-loop' processes ensure a delicate balance between AI-driven automation and expert judgment. This reassures us that AI is not about replacing humans, but about empowering them with powerful tools. Many companies are also taking a proactive approach to employee training on AI-related topics, aiming to build a workforce knowledgeable about both the opportunities and potential dangers of AI.

As AI becomes integral to organizational workflows, there is a consensus that it will augment rather than replace jobs, although employees skilled in applying AI may have a competitive advantage. Ultimately, companies strive to use AI responsibly and effectively, ensuring they capitalize on its benefits while addressing privacy, regulatory, and ethical considerations, making AI governance a critical concern.

Elena Karaharra and Brian Ferro

What should be included in a non-degree Digital Bootcamp offered by UGA Executive Education to enable your organization's current leaders to make good decisions related to AI, data analytics, and other core digital topics?

- Looking to develop 3-day program centered around AI, Tuesday-Thursday
- ChatGPT created a potential curriculum, we looked over it's generation and critiqued
- Target market: mid-high level executives looking to upskill, technical and nontechnical (legal, operations, finance), also "rising stars" in the company that are tech-savvy
- Most executives don't need to understand implementation, more focused on measuring success, key indicators, fundamentals, strategic decision-making, potential uses and tools, how to "sell the story" about AI to reluctant departments, talent-management, what does it look like to be a "tech-leader", board oversight, data, customer experience
- Possibly have two different bootcamps, one for companies that are tech leaders and one for companies that are learning the basics
- Give a deeper look at regulations and ethics, what AI use looks like in practice
- First session should be crash course in fundamentals so all participants have a base understanding
- Make sure to have multiple takeaways for directly connected to their industries
- AI-interactions during the bootcamp, possibly session on prompt engineering
- Survey participants before they attend to create use cases connected to their industries for presentations
- Include AI adoption curve that shows different stages of a company adopting AI
- Digital transformation is an ongoing process, need an agile mindset to adapt to new technologies and stay updated
- Case study session where they analyze AI use in different companies, successful and unsuccessful
- Virtual offering over the course of a semester for couple hours at a time may be viable

Linda Read and Ashley Parker