



MIS Advisory Board Meeting – Fall 2023

October 20, 2023



Terry College of Business
UNIVERSITY OF GEORGIA

Black Level

- ❖ Ad Victoriam Solutions
- ❖ Caterpillar Financial
- ❖ Deloitte Consulting
- ❖ EY
- ❖ Goldman Sachs
- ❖ Jackrabbit Technologies
- ❖ KPMG
- ❖ NCR
- ❖ NCR Atleos
- ❖ Protiviti
- ❖ PwC
- ❖ State Farm
- ❖ The Home Depot
- ❖ Truist

Red Level

- ❖ Amazon AWS
- ❖ BDO
- ❖ BlackRock
- ❖ Cerulium
- ❖ CGI
- ❖ Chick-fil-A
- ❖ Cox Communications
- ❖ Gartner
- ❖ Johnson Lambert
- ❖ Moore Colson
- ❖ NTT DATA Services
- ❖ Riskconnect
- ❖ Savannah Nuclear River Solutions
- ❖ Synovus
- ❖ UPS
- ❖ Verizon

Agenda

- **Opening Comments and Lunch**
Hugh Watson
- **Introductions**
Hugh Watson and Laura Neely
- **Departmental Updates**
Maric Boudreau
- **Breakout Groups**
 - What topics and technologies should be covered in an area of emphasis (four courses) in AI? Jerry Kane and Laura Neely
 - What advice should we give students whose start date is pushed back? Maric Boudreau and Matt Clarke
 - Should we have subcommittees or separate boards that align with our areas of emphasis? Hugh Watson and Pratham Patel
 - How do add more flexibility to the MIS curriculum? Mark Huber and Maddie Sherrick
- **Reports from the Breakout Groups**
Laura Neely, Matt Clarke, Pratham Patel, and Maddie Sherrick



Connect with us!



misatterry



mis-uga

Introductions

Laura Neely



Terry College of Business
UNIVERSITY OF GEORGIA

MIS Advisory Board

Student Representatives



Laura Neely



Shivani Patel



Mary Grace Tippet



Taylor Miller



Pratham Patel



Madison Lindberg



Matthew Clarke



Bryson Hawkins



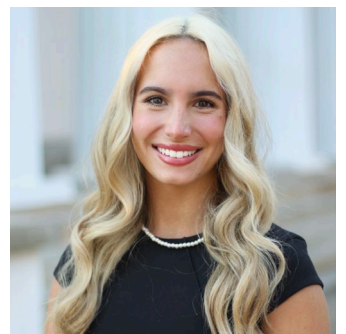
Ashley Parker



Madeline Sherrick



Lily Athey



Ava Siegel



Student Organizations

- Society for Management Information Systems
- Society for Cyber Security
- Women in Technology
- Society for Business Intelligence
- UX Club
- Related: Terry Fintech Society



MIS Departmental Update



Terry College of Business
UNIVERSITY OF GEORGIA



MIS@Terry

Hiring update

August 2023:

- New Assistant Professor: Dr. Akshat Lakhiwal
- New Assistant Professor: Dr. Jiyong Park
- New Associate Professor: Dr. Ling Xue

January 2024:

- New Lecturer: Dr. JD Rusk

August 2024:

- New Lecturer
- New Assistant Professor (e-mobility)



Ranking

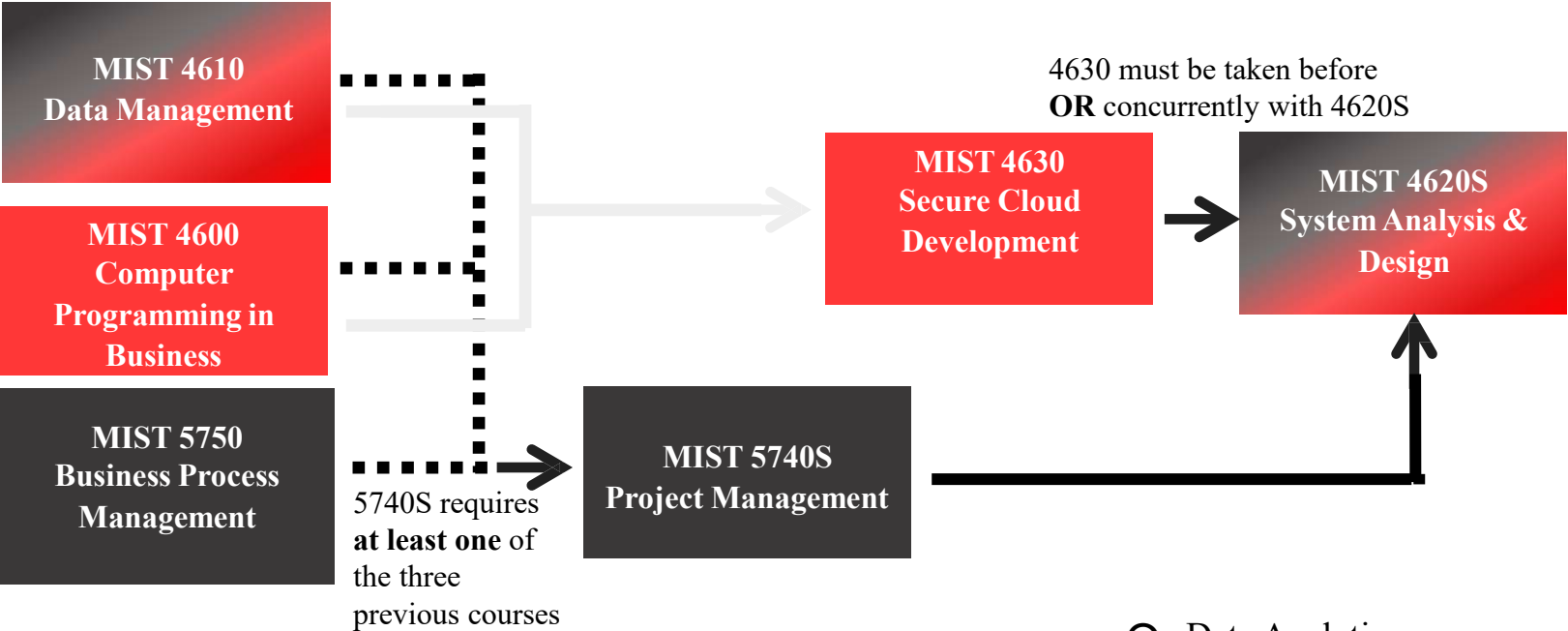
MIS undergraduate program ranked **#10** Best MIS Program among public universities, according to *US News and World Report*

MBT ranked **#2** among Online Business Programs of public universities (excluding MBA), according to *US News and World Report*



MIS Majors Core

- A grade of **C or better** is required for all MIS courses numbered 4000 or higher (to graduate with the MIS Major)
- A grade of **C or better** is required in all pre-requisite courses before registering to the next



Business Skills Courses

Technical Courses

MIS Major Electives (only one is needed)

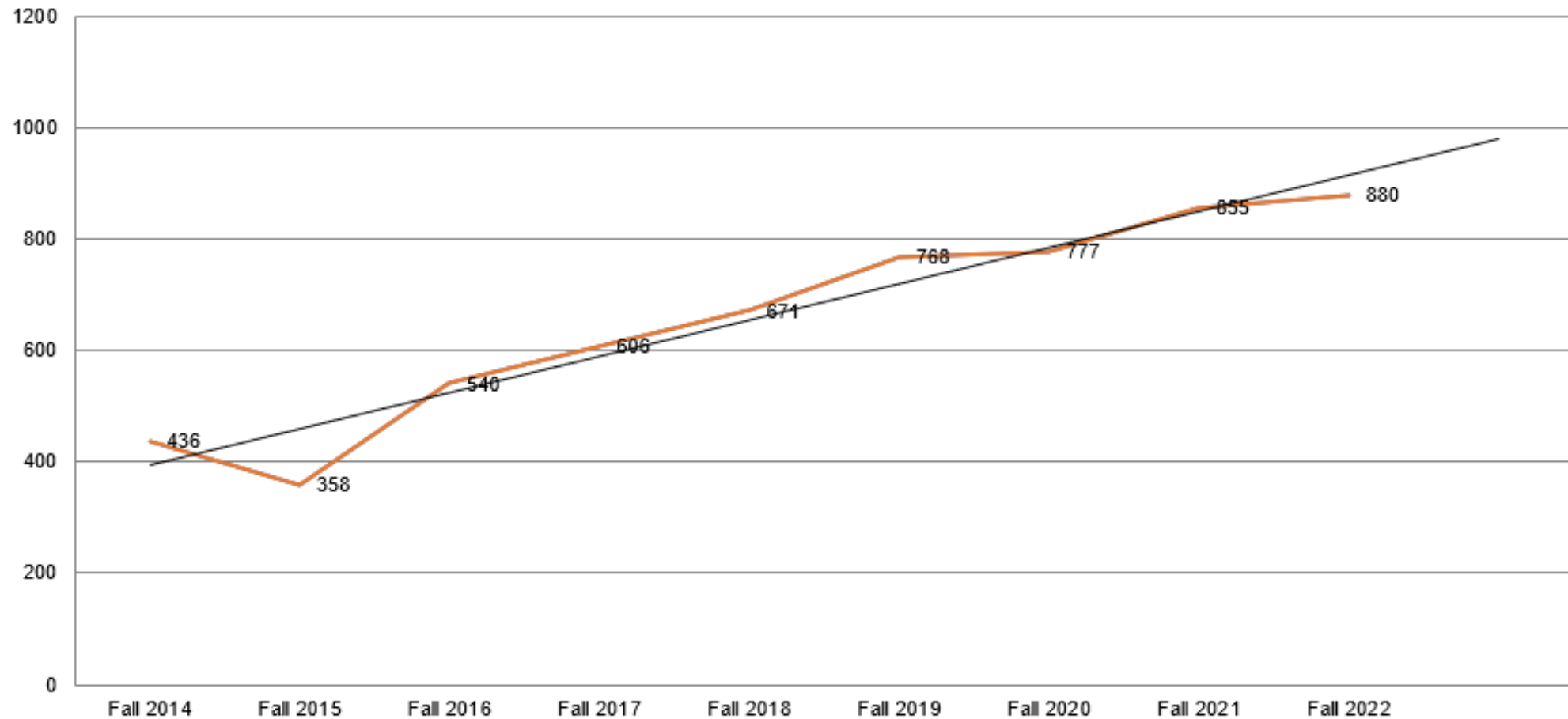
○ Data Analytics
X Information Security

MIST 5440 AI in Business and Society	MIST 5640 IT Infrastructure X	MIST 5770 Information Security Management X	MIST 5775 Cyber Threat Intelligence ○ X	MIST 5785 Applied Information Security X	MIST 4700 Financial Technologies X
MIST 5720 Digital Innovation and Entrepreneurship	MIST 5620 Business Intelligence ○	MIST 5730 Advanced Data Management ○	MIST 4550 Energy Informatics ○	MIST 5757 Data Engineering ○	MIST 5635 Machine Learning ○

MIS UNDERGRADUATE ADMISSION OVER TIME

	Fall 2010	Fall 2016	Spring 2017	Fall 2017	Spring 2018	Fall 2018	Spring 2019	Fall 2019	Spring 2020	Fall 2020	Spring 2021	Fall 2021	Spring 2022	Fall 2022	Spring 2023	Fall 2023
Honor Students		-	-	-	-	22	9	24	11	22	9	27	10	17	8	25
First Time Applicants	72	158	125	220	167	224	145	179	156	226	176	199	156	266	190	260
Change of major / Second major	5	41	57	48	62	44	47	42	69	56	74	55	70	49	83	56
Total Applicants	77	199	182	268	229	290	201	245	236	304	259	281	236	332	281	341
Total Accepted	77	137	134	154	174	180	176	177	181	184	207	200	205	202	207	240
% Accepted	100%	69%	74%	57%	76%	62%	88%	72%	77%	61%	80%	71%	87%	61%	74%	70%

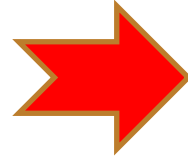
MIS UNDERGRADUATE STUDENTS OVER TIME



** Prediction for Fall 2023: around 980*

UGA Popular Majors (Spring 2023)

(at the undergraduate level, removing “undecided” and “intended”)



Major	Headcount
Psychology	2,235
Biology	2,189
Finance	1,275
Political Science	890
Marketing	879
Management Information Systems	807
International Affairs	695
Economics	674
Computer Science	668

Spring 2023 Exit Survey (n=241)

Placement Status

Employed	95%
Seeking	5%

Full-Time Job Compensation

Average Base Salary	\$78,375
Median Base Salary	\$79,000
Average Bonus	\$8,154

Spring 2023 Exit Survey (n=241)

Top 15 Employers

EY	22
Deloitte	19
KPMG	17
PricewaterhouseCoopers LLP	12
NCR Corporation	8
Protiviti	6
Accenture	5
Rsm US Llp	5
Ad Victoriam Solutions	4
Manhattan Associates	4
Amazon	3
Trimont	3
Caterpillar Financial Services	2
Coalfire	2
Cognizant	2

This Academic Year's Events

August 23: MIS Welcome Back Social

September 7: Top 10%

October 13-14: Truist Event

October 20: Fall Advisory Board Meeting in Atlanta

January 1: New DH taking over 😊

February 8: Meet the MIS Companies

March 15: Spring Advisory Board Meeting in Athens



MS BUSINESS ANALYTICS TEAMS

TERRY GRADUATE ANALYTICS STUDENTS WORKING FOR YOU

ECT TIMELINE: January – April 2024

IL pzettek@uga.edu FOR MORE INFO

WHAT'S IN STORE FOR YOU:

- Four or Five students per team
- One Terry MIS/MSBA faculty lead
- One designated internal Contact for resource access
- Introduction/project scoping meeting with faculty & students
- Ongoing attention from a Research One university

Your data-centric questions answered!



RECENT MSBA CAPSTONE CLIENTS

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CAT

FLEETCOR®

COX
ENTERPRISES

CINÉ



intel®

ASSURANT®

globalpayments

nsta
National Science Teaching Association

DELTA

Blue Bird

United Way

GE POWER

AD VICTORIAM
SOLUTIONS

HENNESSY
AUTOMOBILE COMPANIES

jack M KT

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Email: Patti Zettek

pzettek@uga.edu

Phone: 706-542-2070

Truist Immersive Learning Experience



Terry College of Business
UNIVERSITY OF GEORGIA

Truist Immersive Learning Experience

Hosted at Studio 225

University of Georgia Immersive Learning Experience with Truist

The Disruptive Potential of the Cloud & No-Code Platforms in FinTech:

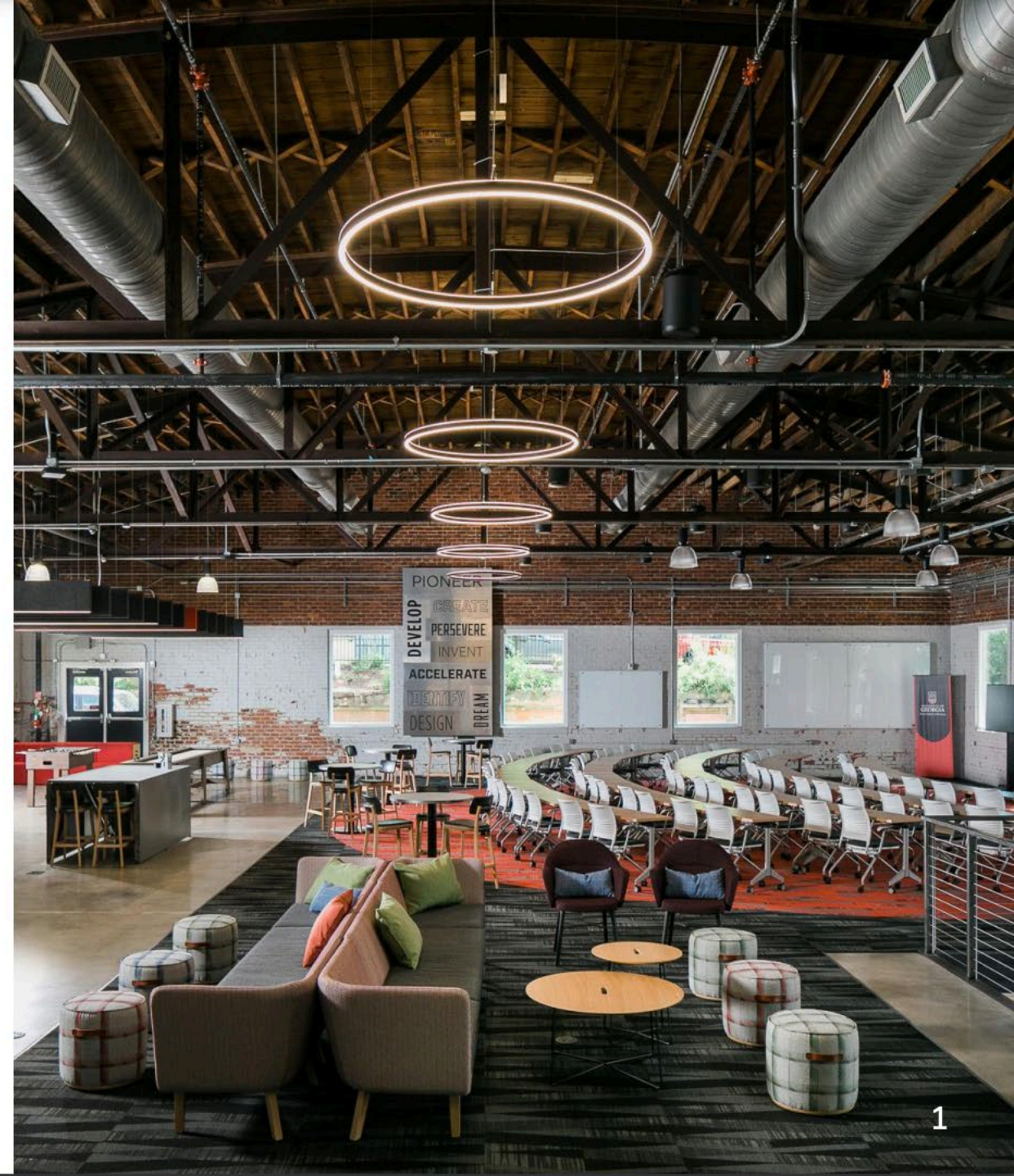
Corporate Sponsor: Truist along with Amazon Web Services, FLOWX.AI, and IBM

Schedule: Friday, October 13th & Saturday, October 14th

Program Description: Meet and network with leaders from Truist and other tech partners as they demonstrate new financial technology (FinTech) that's changing the way companies do business.

As a UGA Terry College of Business student, you're invited to work side-by-side with leading FinTech disruptors during this two-day applied learning opportunity. Help build real world solutions using cutting-edge tools such as low-code / no code development platforms.

During the event you will work with senior leaders from Amazon, FLOWX.AI, and IBM along with Truist business and tech executives.



Evolution of the Truist Immersive Learning Experience



Spring 2022 – Emory University

Kickoff



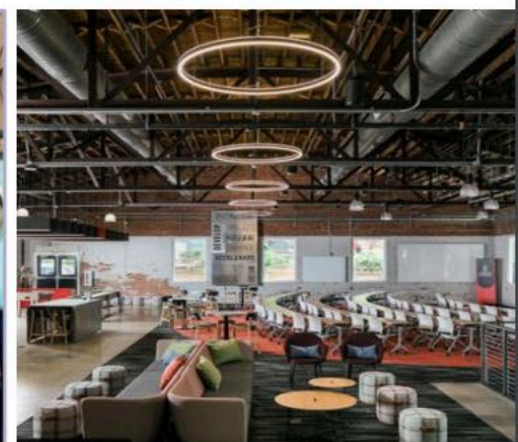
Fall 2022 – Emory University

Doubled size, increased networking time



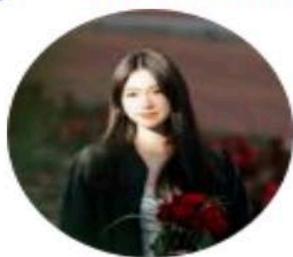
Spring 2023 – UNCC

*New Innovative space
Increased used case complexity*



Fall 2023 – UGA

*New Innovative space on campus,
more partners, & more complex
solutions*



Shirley Mu



Ashley Prince



Shaan Patel

Some of our challenges today

Our purpose is to **inspire and build better lives and communities.**

We aim to serve our **clients, teammates** and **stakeholders**. The challenges that you and your teams are going to help solve for today and tomorrow, will be centered around the experiences our clients deserve.

1

Omni-Channel Experiences

- How can I ensure my client gets the help they need at anytime, in a secure and automated fashion
- What is needed to ensure my client's interactions with Truist are positive experience, often across channels (chat, phone, messaging, etc.)

2

Operational Effectiveness

- Understand why our clients are calling and enable self-serve capabilities to reduce volume
 - ↑ client satisfaction
 - ↓ call volumes
 - ↑ containment rate
 - ↓ complaints

3

Unified View of our Clients

- What is best for my client today?
- What products does my client need to meet their goals
- How can the data I have available to me help ensure I recommend the best products for my client



Amazon Lex
Omnichannel Conversational
AI



Amazon Connect
Cloud Contact Center
Solution

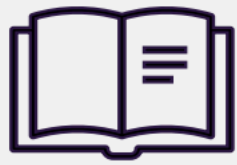


Amazon QuickSight Business
Intelligence Service



FlowX AI

Run of Show - Truist Immersive Learning Experience



Step 1:

Pre-Training



Step 2:

Opening



Step 3:

University of Georgia Introduction



Step 4:

Careers at Truist



Step 5:

Description of the Truist Challenge



Step 6:

Partner Capability Intro & Solutions



Step 7:

Food and Networking



Step 8:

Opening & Team Solution Building



Step 9:

Team Presentations & Closing

FLOWX & AWS

Truist Leader(s)

Dan Stephenson

University Faculty

Bob Trotter

Truist Leader

Britton Frampton
Marc Prince

Truist Risk, Tech & Digital

Amanda Griffin
Megan Geisen

IBM, FLOWX & AWS

Brian Cross
Vikas Dutt
Ioan Iacob

University Faculty

Benjamin C. Ayers

Truist, IBM, FLOWX & AWS

Maric Boudreau
Mike Parsons
Darren Price

Student Teams

Banu Venkat

Prior to Event

Day 1

Day 2

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 Immersive Learning Experience



Opening from Truist,
UGA Faculty and
Partners



Design thinking session
to outline the solution



Rapid development in
pods working on AWS
and FLOWX.Ai in hybrid
Teams



Executive Board Room
Status Check (Dragon's
Den!)

Truist Immersive Learning Experience



Networking session we a
50 /50 ratio of students
and executives 110 total
people



Faculty getting the
students excited to
kickoff day 2



Students presented a
working demo of their
suggested solutions



Final Moment of the
event



Breakout Groups:

- What topics and technologies should be covered in an area of emphasis (four courses) in AI? Jerry Kane and Laura Neely
- What advice should we give students whose start date is pushed back? Maric Boudreau and Matt Clarke
- Should we have subcommittees or separate boards that align with our areas of emphasis? Hugh Watson and Pratham Patel
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Topic: Should we have subcommittees or separate boards that align with our areas of emphasis?

- Context
 - Many of our students come to UGA with considerable AP credit which gives them the ability to take additional courses. This flexibility allows the MIS Department to offer and expand areas of emphasis offered. Should we have subcommittees or separate boards that align with our areas of emphasis?
- Would subcommittees or separate boards best serve our students?
 - The breakout groups at the board meetings already do a component of this.
 - The same people who are interested in the advisory board will probably be interested in any “separate boards.”
 - Professionals who are not on the board might also be on the boards for the areas of emphasis.
 - The subcommittees should meet, probably virtually, during the semester.
- What are students doing with the extra electives right now?
 - Double majoring, minors, certificates, areas of emphasis, and Double Dawgs program
 - Companies like seeing double majors, so they do not want the specializations to take that opportunity away from students.
- An alternative thought: Instead of areas of emphasis or specializations, is there demand for a graduate degree in one or more of the specialization areas?
 - It is unlikely through the three or four classes required for the area of emphasis, the student will gain a significant understanding in the area they chose.
 - Instead, it may be more beneficial to have a broad undergraduate MIS degree, and then complete a graduate degree in those specialized fields.
 -

Summarized by Pratham Patel

Topic: How can we add more flexibility to the MIS curriculum?

Board members were given handouts of the current MIS curriculum and the proposed structure, which would keep the same three core classes and then have a flexible core in which students would pick one project and one technical oriented course. Then the student would be able to select two MIS electives. The goal in restructuring the curriculum is to try and add more flexibility for the students in the MIS program.

Within a few minutes of starting the breakout groups, the change in the project management requirement was challenged. A board member, Tyler Williamson, suggested that project management should be part of the required core rather than an optional project oriented course in the proposed flexible core. The group agreed that it should be a required course because it helps you to understand the bigger picture and how to create business value. Product management was also brought up in the discussion. They mentioned that product management is not taught at many schools and the introduction of this topic would increase the hiring of students at UGA. In order to gain more insight into the product management space a few of the board members offered to send over the curriculum that they have on product management so that we can go over it and figure out how it could be incorporated into the MIS program.

Overall the group determined some topics that they would like to keep in the curriculum: operational/organizational resilience, compliance with regulation, and how to make data useful. Even though there might be changes in how students can decide what MIS courses to take, the board members wanted to make sure that we continue teaching those topics and how to understand/produce data that is going to create value for the business.

Summarized by Maddie Sherrick

Topic: What I the place of AI in the MIS curriculum?

Current State of the Program:

- Establishment of two new courses: Machine Learning and AI in Business and Society.

Suggestions:

- Evaluation of Java's ongoing relevance, and suggestions for integrating Co-pilot and natural language to SQL into Java and SQL classes.
- Emphasis on practical use and understanding of AI, discerning when to use specific technologies.
- The need for curriculum changes to keep pace with AI, with a focus on problem-solving and integrating technologies to build business value.
- Emphasis on Python as a vital skill in AI, alongside the importance of balancing tools and their application in coursework.
- The suggestion to incorporate strategy in the curriculum, connect BPM with subsequent classes, and focus on use cases to help students apply knowledge practically.
- Generative AI's real-world applications in due diligence, cost savings, new product development, and operational efficiencies.

- The importance of understanding data quality, product management, and the necessity of considering ethics related to AI.
- An emphasis on combining technical skills with design thinking and the need to teach students self-presentation and salesmanship.
- Consideration of the evolution of courses, with some technical classes becoming less important, and the suggestion of the creation of a technology risk analysis department.

Overall, the focus appears to be on integrating practical and strategic aspects into the curriculum, emphasizing the application of technologies in solving real-world problems, and ensuring a comprehensive understanding of the implications and ethics of emerging technologies like AI.

Summarized by Laura Neely

Topic: What advice is there for students whose job offers start dates are pushed back or a job offer is rescinded?

This breakout room aimed to provide advice and solutions for students whose offers are being delayed or rescinded, and how students who have signed full time can mitigate this risk. The key point that was reiterated several times was the importance of networking, regardless of job status. Almost everyone talked about how important it was for students to develop a network and find long term mentors at various companies. Many said that students should continue interviewing even after signing a full time offer, so long as the student was transparent about their situation. That being said, many company representatives acknowledged that they would not interview someone who had signed a full time offer, and students generally feel guilty or unmotivated to continue to interview. This led to the brainstorm of several ideas to help both sides.

First, a waitlist strategy where companies can continue interviewing students that have already accepted full time offers. They can then create a list of students to refer to if there are any last minute holes in their class, and students will have companies to fall back on if they are delayed or laid off. However, in the group wide discussion, board members noted that this system likely advantages students more, and companies will not approve the increased strain on interviewing resources and allowing contracted students to interview with other companies.

Another idea was to force companies to confirm that they have the job available in December or January of the student's senior year. This way, students are not hearing of a delayed or rescinded offer too late in the process, and have time to re-recruit if needed.

Some companies wanted to get more involved in mentorship programs with the MIS Department, noting the obligation to help students with building their network. Using the mentorship program to meet students earlier on in the process would help both students and companies come recruitment time and ensure that students have diverse connections. Lastly, several short term, company centric ideas arose. UGA could offer more certification programs for students waiting for their start date, or larger firms can offer contracting work for specific skills to employ students for a couple months at a time.

No one solution was identified to be implemented immediately, but the MIS Department will return to students with the advice of continued networking.

Summarized by Matt Clarke