

**Information Systems and Decision Sciences
Five-Year Strategic Plan for National Prominence
2010-2015**

Introduction

The ISDS Department is recognized for programs that promote education in information systems and decision sciences. The ISDS research program supported by researchers that are among the top five in the field of IS has achieved national recognition. Now is the time for ISDS Department to advance on a broad front, aimed at improving its MS program and broadening its reputation to one of national prominence.

This document articulates the vision, mission, and long-range plan needed to guide the ISDS Department on a course leading to national prominence. The goals we have set to measure our success are ambitious, but realistic.

Our Commitment to Excellence

We support the college commitment to excellence and thus will present our vision and mission to our broad constituency and seek their support in attaining the associated goals outlined in this plan. The E. J. Ourso College of Business plan states that aspiring to be the best is not enough and we must engender this aspiration in others—faculty, staff, students, administration, government and business leaders, alumni, donors, and friends of LSU. The faculty of the ISDS department wholeheartedly agrees that this is a mission that can be only fulfilled by the collective commitment of those who believe in it.

**E. J. Ourso College of Business
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Vision

The ISDS Department is committed to achieving national recognition in learning, research, and promoting economic development outreach, while enhancing opportunities for the citizens of Louisiana to lead worthwhile and productive lives. This is consistent with vision of the college to a never-ending search for higher levels of performance through day-by-day college-wide continuous improvement.

Mission

The ISDS Department is part of Louisiana's premier public business college, committed to excellence in fostering learning and pursuing discovery in an intellectually diverse and global business environment. It serves its constituents in the follow ways:

- Making significant contributions to the advancement of knowledge in information systems and decision sciences;
- Delivering high quality degree programs that produce graduates who will excel in information systems and decision sciences;
- Providing programs that strengthen the analytical skill sets of firms and institutions;
- Making valuable contributions to the practice of business in related ISDS disciplines; and
- Engaging in academic and applied programs and activities which advance business development in the State of Louisiana, the nation, and the world.

Values

The ISDS Department shares the values of the E. J. Ourso College in its commitment to human dignity. By exercising leadership and teamwork, we will provide our students with the foundations for ethical citizenship and service to others, a respect for differences among people, a spirit of civility, and a commitment to excellence in thought and deed. We will prepare them for rewarding lifelong careers and instill in them a never ending desire for knowledge and the search for truth. We will nurture freedom of inquiry -- the freedom to think, to express, to question, and to dissent. We will pursue excellence in our research and educational endeavors with a steadfastness that only great commitments deserve. As stewards of the public trust, we will hold ourselves accountable to the highest standards of performance and professionalism. We will lead by example. We will follow with enthusiasm. We will act with unbending integrity. We will share with all our trust in one another and our optimism in the future.

Goals:

- Increase Research Productivity in Support of Long-Term Economic Development
- Increase Number and Quality of Graduate Students in the PhD program
- Create a graduate program in Business Analytics/Intelligence that achieves high national reputation
- Increase Number and Quality of Undergraduate Students in the ISDS Program
- Increase Rigor and Relevance of the ISDS Undergraduate Degree Program
- Increase Funding Sources to Support the Aforementioned Objectives: Resource Requirements

Goals

With Performance Indicators and Strategies

1. Discovery

Increase Research Productivity in Support of Long-term Economic Development

Performance Indicators

- Faculty articles and citations
- Faculty awards per tenure track faculty member
- Number of editorial review boards
- Number of journals edited
- Teaching load per faculty member
- Number of endowed professorships/chairs
- Doctoral student placement (among peer and aspirant schools)
- Doctoral student participation in professional organizations/conferences
- Grant dollars generated vs. peer schools

Strategies

- Secure resources for faculty travel to conferences
- Encourage Grant Writing

2. Graduate Learning

Increase Number and Quality of Graduate Students in the PhD program. Create new Professional Graduate Degree Program in Business Analytics and Business Intelligence

Performance Indicators

- Student/faculty ratios
- Teaching load per faculty member
- Master/doctoral student average time to degree
- Graduation rate for master/doctoral students
- Doctoral student placement (among peer and aspirant schools)
- Doctoral student participation in professional organizations/conferences
- Number of *Fortune 500* companies hiring ISDS MS students
- Level of diversity and inclusion among the student body and faculty
- Placement of masters students at time of graduation

Strategies

- Attract the most academically and professionally qualified students
- Focus on Master in Business Analytics/Intelligence

3. Undergraduate Learning

Increase Quality of Undergraduate Students and Programs: Increase Rigor and Relevance of the ISDS Undergraduate Degree Program. Create online-courses.

Performance Indicators

- Student/faculty ratios
- Teaching load per faculty member
- Average class size
- Undergraduate student average time to degree completion
- Graduation rate for undergraduate students
- Number of *Fortune 500* companies hiring undergraduate students
- Percentage of students with at least one internship experience before graduating
- Level of diversity and inclusion among the student body and faculty

Strategies

- Take advantage of educational opportunities as they evolve throughout the entire four-year undergraduate experience.
- Continue to support and develop electives for state of the art education
- Create a ISDS Business Advisory Board made up of senior ISDS executives to help provide direction in course offerings and research projects
- Develop Online/Distance Learning

4. Financial Support

Increase Funding Sources to Support the Resource Requirements for Strategic Goals

Performance Indicators

- Amount of funding from alumni donated per year
- Amount of grant funding for graduate assistantships

Strategies

- Increase number of grants
- Make use of endowments

Long-range Plan

We have identified four primary directions we will pursue as we seek to become one of the nation's leading Colleges of Business. These initiatives directly support our objectives and the *LSU Flagship 2020 Agenda*.

Discovery: Increase Research Productivity in Support of Long-term Economic Development

Doctoral Granting/Research Intensive University, intellectual contributions to all business disciplines are fundamental to mission of the E. J. Ourso College of Business. Thus the ISDS Department is charged with conducting and disseminating basic scholarship which significantly advances the frontiers of knowledge. The research in ISDS focuses on basic research and we will judge our accomplishments by the increasing influence of our work. As part of Louisiana's flagship business school, we are also committed to disseminating applied research that directly impacts current business practices and public policies and encourages pedagogical research that contributes to and transcends the college's teaching mission.

The ISDS Department will support the research cluster in **Supply Chain Management**, which capitalize on our existing and developing expertise in the area of Disaster Supply Chain and Crisis Management. The faculty of the ISDS department will also continue seeking research grants.

Graduate Learning: Increase Number and Quality of Graduate Students and Programs: Enhance Professional Graduate Degree Programs

Realization of Objective 1 requires the synergy provided by strong Ph.D. programs and nationally recognized faculty. In addition to Ph.D. programs, the ISDS Department will develop an MS in Business Analytics/Business Intelligence. This program will enable students to fully develop professional and personal competencies for successful careers

in the area of business analytics and business intelligence. The professional development process of this master's program is grounded in rigorous course work, working on challenging "real-world" business problems while working on a team. Additionally, students will learn presentation skills that enable them to convey results from complex models to decision makers. Ever-evolving program curricula design continues to be responsive to changing business demands and opportunities, as viewed by business leaders and professional organizations. The graduates from this business analytics program will be well equipped to immediately contribute to the success of their organizations, and grow in their careers through lifelong learning. We will increasingly attract the most academically and professionally qualified students, while recognizing the role of peer-to-peer learning, we will also select students who possess a diversity of academic preparation, professional experiences and ethnic backgrounds.

Undergraduate Learning: Increase Quality of Undergraduate Students and Programs: Increase Rigor and Relevance of Undergraduate Degree Programs

As we focus on student learning experiences, we aspire to offer the best possible undergraduate degree programs to students who are well prepared to meet high-level academic challenges. We want to take advantage of educational opportunities as they evolve throughout the entire four-year undergraduate experience, such as opportunities including learning life skills, as well as business competencies. We aspire to provide opportunities for students that extend beyond the classroom and the campus. Those opportunities will include hands-on learning experiences which reinforce traditional pedagogy and internships.

The ISDS department fully embraces the Diversity and Inclusion Initiative of the E. J. Ourso College of Business. We are emphasizing the recruitment and retention of minority and women students and faculty by providing a workplace which is free of intolerance and discrimination. This priority is not only the right thing to do; but it improves the quality of the working, learning, and living environment.

Online/Distance Learning –The ISDS undergraduate program will offer several courses online in a blended learning format, which will augment in-class learning. In 2011, the ISDS Department will support the expand the General Business Degree to include online learning for students who are limited in traveling to Baton Rouge to take courses in LSU's nationally-ranked undergraduate program.

Financial Support: Increase Funding Sources to Support the Resource Requirements for Strategic Goals

Implementation of this strategic plan will have significant resource implications for the College and University. Our requirements are consistent with the more general needs of LSU, as expressed in the LSU Flagship Agenda. More specifically, we seek resources of three types: faculty, facilities, and funds.

Faculty

To achieve our mission of attaining national prominence, we will need sufficient faculty to accommodate teaching responsibilities, while increasing research productivity and meeting service obligations.

Facilities

The business education complex will support the entire mission of the ISDS Department. Specifically, we wish to add a Business-Analytics Institute in the new business education complex. A dedicated space would enhance our ability to teach the students in the new graduate program as a cohort and provide mentoring and team work.

Funds

We must raise funds to provide PhD student stipends.