

# OPERATIONS AND INFORMATION MANAGEMENT

The Department of Operations and Technology Management administers the operations and technology management major, the information systems major, and the supply chain management major.

The Operations and Technology Management (OTM) major focuses on the design, production, and delivery of products and services to satisfy customer needs. It equips students with the essential tools and strategies to use resources efficiently, make desirable trade-offs, and strategically redesign or restructure operations. OTM majors distinguish themselves by strong analytical and problem-solving capabilities together with the ability to provide high-level managerial insights into value-based service and production management.

Built on a solid foundation of a business and information technology (IT) curriculum, the major in Information Systems delivers a unique blend of business acumen, industry standards, and practical computing instruction. Students enjoy successful placement and satisfying careers because they possess both the in-depth knowledge of business processes and the ability to readily translate business requirements into value-added IT solutions. The curriculum is designed to prepare effective leaders in the design, development, and management of information systems—the lifeblood of a successful business model. Students learn how to use computer technologies to analyze business problems and processes in order to design and implement computer-based information systems which support business operations, decision-making, and planning. Career opportunities exist in management consulting and in industry in the areas of systems development, database administration, network management and as corporate information systems managers.

The field of supply chain management (SCM) is a critical area of competitive advantage for businesses around the world. SCM integrates business functions concerned with the movement of goods, services, and information along the value chain with the goal of creating value for the end customer. Supply Chain Management majors learn how to develop appropriate strategies through exploration of logistics, routes to market, analytics, sourcing, and IT systems. In today's complex business environment, there is a need to coordinate these supply chain functions not only within the firm, but with business partners and customers.

## DEGREES/MAJORS/CERTIFICATES

- Business: Information Systems, BBA (<http://guide.wisc.edu/undergraduate/business/operations-information-management/business-information-systems-bba/>)
- Business: Operations and Technology Management, BBA (<http://guide.wisc.edu/undergraduate/business/operations-information-management/business-operations-technology-management-bba/>)
- Business: Supply Chain Management, BBA (<http://guide.wisc.edu/undergraduate/business/operations-information-management/business-supply-chain-management-bba/>)