



# The University of Georgia®

University Council  
Athens, Georgia 30602

February 3, 2017

## UNIVERSITY CURRICULUM COMMITTEE – 2016-2017

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Graduate School - Dr. Timothy L. Foutz

Ex-Officio - Provost Pamela S. Whitten

Undergraduate Student Representative – Ms. Gabrielle Roth

Graduate Student Representative – Ms. Ashley E. Fallaize

Dear Colleagues:

The attached proposal from the Terry College of Business to change the name of the Master of Internet Technology (M.I.T.) to Master of Business and Technology (M.B.T.) will be an agenda item for the February 10, 2017, Full University Curriculum Committee meeting.

Sincerely,

Alison Alexander, Chair

University Curriculum Committee

cc: Provost Pamela S. Whitten  
Dr. Rahul Shrivastav

Committee on Facilities, Committee on Intercollegiate Athletics, Committee on Statutes, Bylaws, and Committees, Committee on Student Life, Curriculum Committee, Educational Affairs Committee, Executive Committee, Faculty Admissions Committee, Faculty Affairs Committee, Faculty Grievance Committee, Faculty Post-Tenure Review Appeals Committee, Faculty/Staff Parking Appeals Committee, Human Resources Committee, Program Review and Assessment Committee, Strategic Planning Committee, University Libraries Committee, University Promotion and Tenure Appeals Committee

An Equal Opportunity/Affirmative Action/Veteran/Disability Institution

# NAME CHANGE JUSTIFICATION FORM

School/College Name: \_\_\_\_\_  
Proposed Name: \_\_\_\_\_

## Department Name Changes:

Current Department Name: \_\_\_\_\_ Proposed Department Name: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Major Name Changes:

Current Major Name:	Degree	Proposed Major Name:	Degree
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

## Stand-Alone Degree Name Changes:

Current Degree Name:	Acronym	Proposed Degree Name:	Acronym
Master of Internet Technology__	<u>MIT</u>	Master of Business and Technology__	<u>MBT</u>
_____	_____	_____	_____

## Minor Name Change:

Current Minor Name:	Degree	Proposed Minor Name:	Degree
_____	_____	_____	_____

## Prefix Changes:

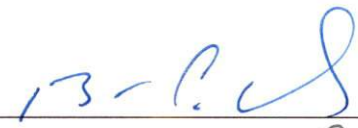
A prefix change package should be submitted after the name change has been approved.


Current Prefix	Department	Proposed Prefix	Department
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

## JUSTIFICATION:

Attach a page justifying changes.

## SIGNATURES:

School/College: Terry College of Business, Ben Ayers (Dean) 

Department: MIS Department, Marie-Claude Boudreau (Chair) 

## NAME CHANGE JUSTIFICATION

The MIS Department within the Terry College of Business has voted to change the name of our **Master of Internet Technology (MIT)** degree program. This vote comes after several discussions with the MIS Industry Advisory Board, MIT Advisory Committee, Alumni, and MIS faculty.

The proposed name for the program is **Master of Business and Technology**. The change of name will better reflect the content of the degree and is better aligned with the market.

The Master of Internet Technology program has been offered since the fall semester of 2001. The program was always intended to be cutting-edge and sought to meet the demand for business and technical knowledge brought about by the boom in business use of Internet technology. The content of the program continues to be regularly updated to reflect the latest advances in the use of Internet-based technologies that support business objectives. However, the MIS faculty and Advisory Board note that the name is dated and does not reflect the current trends in this area. This is particularly problematic for a program that seeks to be cutting-edge.

Following are specific problems identified with the current name for the program:

- While it has always been the objective of the program to focus on the application of technology to business solutions, the name Master of Internet Technology often leads prospective students to associate the program with more technical programs from computer science and engineering, rather than from a business school. This is a continuing problem. The MIS Industry Advisory Board has advised us to be sure to include the term “Business” in the title to highlight that this is a business degree.
- Along these lines, the MIS Industry Advisory Board has indicated that, in their minds, the inclusion of the term “Internet” in the title limits the subject matter to infrastructural issues and not to the wide variety of today’s technology-enabled phenomena (e.g., social, digital, mobile, analytics, cloud). Technically, all of these phenomena are Internet-based, but the term “Internet” does not adequately capture the appropriate nomenclature for the variety of business technologies in the current (and future) business landscape.
- There are difficulties in marketing the program under the current name. The initials MIT are often confused with another common degree known as Master of Information Technology (MIT). Sometimes there is confusion that we might also be affiliated with another well-known institution known as MIT.

For these reasons, the name **Master of Business and Technology** will more closely reflect the intended (and enduring) nature of the program, align more closely with current thinking in the industry, and be more attractive to employers and students. It is intentionally general to accommodate the changing nature of the field.

The MIS faculty took a vote on this name change during its annual retreat on August 18, 2016: 8 faculty voted in favor of the aforementioned new name, 2 faculty voted in favor of a slightly different name (i.e., Master of Business Technology), and 1 faculty was absent and thus abstained from voting.



The University of Georgia

Graduate School

December 1, 2016

Dr. Pamela Whitten  
Senior Vice President for Academic  
Affairs and Provost  
Administration Bldg.  
Campus

Dear Dr. Whitten:

On November 30, 2016, the name change proposal for the following program was approved by the Graduate Council:

Master of Internet Technology to Master of Business and Technology

The proposal is attached. I am pleased to forward this request to you with my endorsement. Please let me know if you have any questions.

Sincerely,

Suzanne Barbour  
Dean

cc: Dean Benjamin Ayers  
Dr. Marie-Claude Boudrea  
Ms. Fiona Liken