



# CHANNEL

## COMPUTERS AND INFORMATION SYSTEMS

### NEWSLETTER

#### GRADUATE SCHOOL OF MANAGEMENT

#### UNIVERSITY OF CALIFORNIA, LOS ANGELES

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This newsletter represents our continuing effort to disseminate information about Computers and Information Systems (C. & I.S.) activities within the Graduate School of Management to interested individuals and organizations. As before, comments and suggestions will be welcomed.

#### FIRMS ORGANIZE TO SUPPORT COMPUTERS & INFORMATION SYSTEMS PROGRAMS

In recognition of the achievements of the Computers and Information Systems (C. & I.S.) program at UCLA's Graduate School of Management, several firms have come forward to become more directly involved with the C. & I.S. area. These firms are participating in the Computers and Information Systems Associates program.

The C. & I.S. Associates are a group of senior managers and computer professionals whose responsibilities involve, either wholly or partly, the information services function within their respective organizations. These individuals recognize the importance of establishing and maintaining close ties between their activities as practicing professionals and the activities of those within GSM who teach and conduct research in the area of management information systems. C. & I.S. Associates support will help provide the "margin of excellence" for the Computers and Information Systems program.

The C. & I.S. Associates held their first meeting at the Kirkeby Center Restaurant in Westwood immediately following the Graduate School of Management's Management Systems Career Night (see page 3) on Monday, October 23. Dr. Lewis Leeburg of IBM, who is serving as the first chairman of the Associates, opened the meeting by introducing representatives of the Associate firms. Dr. Leeburg then spoke about the quality of the C. & I.S. program at UCLA, about the need for a program of corporate support like the Associates, and about the schedule of activities for the first year.

Dr. Ephraim McLean, faculty coordinator of the Associate effort, also took the floor to introduce members of the C. & I.S. faculty and to thank Associates for their support to date. Dr. McLean also introduced Mr. William DeLone, a newly enrolled Ph.D. student who is on leave from his position of Assistant to the President and Associate Professor of Business at the

College of the Virgin Islands. Mr. DeLone will serve in a liaison capacity for the Associate program for the upcoming year.

The firms who have joined the C. & I.S. Associates as of this time are:

Carter, Hawley, Hale Stores, Inc.  
Ernst & Ernst  
Hunt-Wesson Foods, Inc.  
IBM Corporation  
Security Pacific National Bank  
Xerox Computing Services

Several other firms that attended Career Night and that recruit C. & I.S. graduates have expressed interest in becoming Associates. The number of C. & I.S. Associates is expected to double by the end of the first year.

The Associates will meet with C. & I.S. faculty and students several times a year to discuss topics of mutual interest including presentations of current research projects by faculty or advanced graduate students, descriptions of MIS developments and computer-related activities within organizations, and review of C. & I.S. curriculum and course offerings to insure their continued relevance.

In addition to this vital commitment of time and professional interest, the financial support that is provided by the Associates make possible the following activities.

- The sponsorship of research activities, with special emphasis on "seed money" to seek out large-scale research support, as well as to help small research efforts, particularly those by doctoral students, that typically are not eligible for such funds.
- Provide scholarships, assistantships, research stipends, and other support to masters students, doctoral students, and faculty in order to insure that outstanding individuals continue to be attracted to GSM.

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## TWO PROFESSORS JOIN C. & I. S. FACULTY

Dr. PETER P. CHEN and Dr. SEEV NEUMANN are welcome additions to GSM's Computers and Information Systems faculty.

Dr. Chen is a 1973 graduate of Harvard University with a Ph.D. in Computer Science and Applied Mathematics. After graduation, Dr. Chen held the position of Principal Engineer for Honeywell for one year and was involved in the design of a new generation of computer systems. He then joined the faculty of the Sloan School at M.I.T. as an Assistant Professor and participated in developing several courses in management information systems. He remained on the faculty of M.I.T. until this year when he resigned to join our C.& I.S. faculty.

Besides working with Honeywell, Dr. Chen spent one summer with IBM and one with Digital Equipment Corporation (DEC). At IBM, he was involved in the design of a computer-based file management system for small businesses. At DEC, he developed a mathematical model of the DEC System/10, which could select the best computer configuration for a given user organization.

The principal research interests of Dr. Chen include entity-relational database design, information requirements analysis, the application of database systems to management decision making, computer performance evaluation, and simulation techniques. Much of his research effort has been supported by the National Science Foundation (NSF). While at M.I.T., he was a co-principal investigator of an NSF-sponsored project on a new architecture for database computers and a principal coordinator for an NSF-sponsored undergraduate research project. Recently, he was awarded an NSF grant to investigate the methodology for database design, and a subcontract from MIT.

Dr. Chen has been very active in professional activities. He was the program chairman for the First International Conference on Very Large Data Bases, which was held in Boston, Mass., September, 1975. He was also the program co-chairman of the International Symposium on Computer

Performance Modeling, Evaluation, and Measurement, which was held at Harvard University, March, 1976. He has also chaired sessions in database and information systems at the National Computer Conference and other conferences.

Dr. Chen has been a consultant to a variety of corporate and government organizations. Xerox, the U.S. Navy, Hughes Aircraft, Hitachi, and Stop & Shop are a few of the corporations that have sought his consultative expertise.

Starting with the Winter Quarter of 1978-79, Dr. Chen will be teaching courses in database systems, information systems analysis and design, and computer simulation and modeling.

Dr. Seev Neumann is a 1967 graduate of UCLA with a Ph.D. in Business Administration. After graduation, he joined the faculty of the Graduate School of Business at the University of Illinois where he taught for the 1967-68 academic year. Dr. Neumann then returned to his home in Israel where he joined the faculty of the Graduate School of Business Administration at Tel Aviv University in 1968.

In 1971, Dr. Neumann initiated the Management Information Systems program within the Graduate School of Business Administration and was chairman of that program until 1973. The program leads to a Master of Science degree in Information Systems and requires a masters research thesis. The program has grown to a point that it now consists of 150 students and 7 faculty members.

In 1973, Dr. Neumann was elected Dean of the Graduate School of Business. As Dean, he had administrative responsibility for a program which included some 900 students, 50 full-time faculty members and a staff of part-time faculty which equated to 20 full-time faculty. In addition to these responsibilities, Dr. Neumann continued to carry a 50 percent teaching load.

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## CURRENT FACULTY ACTIVITIES

Dr. ROBERT L. CARMICHAEL joined the C.& I.S. faculty as a Lecturer in 1977 and is currently serving as the Director of GSM Computing Services on a half-time basis, with the balance of his time devoted to teaching computer programming and information system courses. He received his Ph.D. from UCLA in 1974 after an active career in industry.

Professor BENNET P. LIENTZ has been appointed as the Director of UCLA's Office of Administrative Information Services reporting to the Chancellor, in addition to his normal work in GSM as an associate professor. He is currently serving as the Doctoral Advisor in the C.& I.S. area. Professor Lientz is co-author of a new book published by the Goodyear Publishing Company entitled Systems in Action: A Managerial Approach.

Professor RICHARD O. MASON, an Associate Professor of Computers and Information Systems, is on sabbatical leave during the Fall Quarter, 1978-79. Among the activities he is pursuing while on leave, he is working with Professor Swanson on a book of readings, Measurement for Management Decision and with Ian Mitroff on the relationship between strategic plans and management information systems. Professor Mason is part of a group that is forming a new journal entitled Information and Society. He is also the president-elect of the Western Division of the Academy of Management.

Professor EPHRAIM R. McLEAN is currently the chairman of the C.& I.S. Curriculum Committee and Director of the Computers and Information Systems Research Program. He is the faculty coordinator of the C.& I.S. Associates program (see page 1), a member of the Executive Council of the

Society for Management Information Systems, and a member (representing the University of California) of the Board of Directors of the California Educational Computing Consortium. His recent book, Strategic Planning for MIS (co-authored with John Soden of McKinsey & Co.), is being well received by the professional MIS community.

Professor KENNETH F. SILER has moved over to UCLA's School of Public Health, Division of Health Services, where he is an Assistant Professor in Residence. He is continuing his research in the area of the management planning aspects of emergency medical systems with support from a Milbank Foundation grant.

Professor R. CLAY SPROWLS is presently serving as the Chairman of the Department of Management within the Graduate School of Management. This full time administrative assignment precludes any teaching in the Computers and Information Systems area for 1978-79.

Professor E. BURTON SWANSON, an Assistant Professor of Computers and Information Systems, is on sabbatical leave during the Fall and Winter Quarters, 1978-79. Among the other projects he is engaged in while on leave, he is working with Professor Lientz on a research monograph entitled Software Maintenance Management, and with Professor Mason on a book of readings, Measurement for Management Decision.

Recently, C.& I.S. faculty played a prominent role in Information Systems track of the Operations Research Society of American (ORSA) and The Institute of Management Sciences (TIMS) joint national meeting in Los Angeles.

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## MIS CAREER NIGHT A BIG SUCCESS

Management Systems Career Night had another great turnout this year. Representatives from twenty-five firms participated along with over 120 students, faculty, and administrators.

The Career Night programs are sponsored by the Association of Students and Business (ASB) to increase the exchange of ideas and information between executives and students in a number of areas within the School. Management Systems Career Night also benefits from the active and enthusiastic support of the C. & I.S. Faculty and members of the local MIS community.

This year's Career Night centered around a panel of three speakers from C. & I.S. Associate firms: Mr. Robert Foster, Western District Manager at Xerox Computer Services, representing a vendor's perspective; Mr. Dwight Hanger, Consulting Partner at Ernst & Ernst, with a consultant's viewpoint; and Mr. DuWayne Peterson, Senior Vice President for ADP at Security Pacific National Bank, with the users perspective. Dr. Sprowls, Chairman at GSM and a pioneer in Computers and Information Systems at UCLA, gave the welcoming address.

Mr. Foster gave an overview of computer system companies along with insights about what factors students should consider when making career decisions. Mr. Hanger discussed the organizational structure of the major consulting companies. He then described the personal attributes and skills that he felt were important for persons who wished to work in management systems consulting for a large consulting firm. Mr. Peterson wrapped up the panel presentation by describing how information system users combine the computer products and consulting services to make the system work. He also highlighted the growing presence and importance of data processing management in corporate boardrooms.

The balance of the evening was spent in informal discussions among students and executives. The participating firms included: ARCO; Arthur Andersen; Arthur Young; Burroughs Corporation; Carter, Hawley, Hale Stores;

Coopers & Lybrand; Deloitte, Haskins and Sells; Digital Equipment Corp.; Ernst & Ernst; Hewlett Packard; Hughes Aircraft; Hunt-Messon Foods; IBM Corp.; Informatics; Joseph Izzo & Associates; Laventhol & Horwath; Occidental Life Insurance; Peat, Marwick, and Mitchell; Price Waterhouse; Sandia Laboratories; Security Pacific National Bank; Scientific Time Sharing Corp.; Systems Group of TRW; Western Bancorp Data Processing Company; and Xerox Computer Services.

## C. & I. S. FACULTY (continued from page 2)

After serving as Dean for five years, Dr. Neumann was granted a sabbatical leave for two years. This year, he is spending his sabbatical at the Graduate School of Management where he will teach several courses in the Computers and Information Systems area and pursue his research interests.

Dr. Neumann's research interests include computer performance evaluation, computer economics, and user evaluation of information systems. He is working on the final phases of a book on computer performance evaluation to be published by D.C. Heath in 1979.

While serving at Tel Aviv University, Dr. Neumann was active in consulting. The National Insurance Institute, the Israel Water Company, and the Israel Aircraft Industries were among his major ongoing consulting projects.

## C. & I. S. COURSES POPULAR AMONG STUDENTS

Interest in the Computers and Information Systems (C. & I.S.) program and its course offerings continues to grow at a healthy rate. During this Fall Quarter, 12 students are enrolled in the Ph.D. program in C. & I.S. These students find themselves at different stages in the program, ranging from those heavily involved in the course work, through those working on their research paper requirement, to those who are working on their dissertation.

At the graduate level, C. & I.S. courses are popular among both masters students and Ph.D. students from different departments and different graduate programs. As far as masters students are concerned, Computers and Information Systems must represent an important interest area for many students as indicated by high class enrollments. One person characterized C. & I.S. as "everybody's minor." This statement is supported by the following course enrollment statistics for the Fall Quarter:

COURSE TITLE	FREQUENCY OF OFFERING	NUMBER OF STUDENTS ENROLLED IN FALL 1978
Mgt 224A, Computer Systems	twice/year	36
Mgt 224F, Computer Networks & Telecommunications	once/year	36
Mgt 225A, Introduction to Information Systems	3 times/year	31
Mgt 225B, Information Systems for Planning & Control	3 times/year	38
Mgt 404, Managerial Computing	5 times/year	63

The C. & I.S. undergraduate course offerings are similarly popular. The course entitled Mgt 113A, Computer Data Processing, which is offered three times a year (once in each quarter) has a fall enrollment of 67 students.

## FACULTY ACTIVITIES (continued from page 2)

On Sunday, November 12, the Society for Management Information Systems co-sponsored a workshop entitled "State of the Art in Information Systems."

Professor R. Clay Sprowls served as chairman of that workshop and Professor Peter Chen presented a paper entitled, "Entity-Relational Information Requirements Analysis for the 80's Data Base Era."

Several of the C. & I.S. faculty presented papers during the regular Information Systems sessions scheduled throughout the three days of the conference. A list of the faculty and their activities is as follows:

Peter Chen presented a paper entitled "Data Management Technology: The Past, The Present, and The Future" in addition to his presentation at the workshop.

Bennet P. Lientz chaired the session entitled "Management Issues in Information Systems" and presented a paper entitled "Management Science and Software Maintenance" at that same session.

Richard Mason was a panelist at the session entitled "Measurement: The Foundation of Management Information Systems." He also presented a paper entitled "Control Design for Inter- and Intra-Organizational Performance" with Professor Shahid Ansari of the Graduate School of Management, and a paper entitled "Managing with Multiple Information Sources."

Ephraim R. McLean presented two papers: "A Chief Executive Perspective on Computer-Based Planning" and "A Study of Users and Designers of Information Systems" with Professor Lin Gingras from Laval University in Quebec (Dr. Gingras is a graduate of the C. & I.S. doctoral program).

E. Burton Swanson was moderator of the session entitled "Measurement: The Foundation of Management Information Systems."

## BITS AND BYTES

Mary Culnan, a Ph.D. student in the Computers and Information Systems area, presented a paper at the 41st Annual Meeting of the American Society for Information Science (ASIS) in New York on November 15. The paper, entitled "Information Usage Patterns in the Computer Field," looks at how academics and practitioners use sources of published information such as conference proceedings and scientific journals in their work.

Mary is the 1978-79 recipient of the annual IBM Fellowship for the Computers and Information Systems area. The fellowship provides financial support to a doctoral student at the dissertation stage so that the student can concentrate on his or her research efforts on a full-time basis.

Professor R. Clay Sprowls also spoke at the same ASIS Annual Meeting in New York. He was invited to speak on GSM's Computers and Information Systems program at a session entitled "Programs in Information Studies Outside Library Schools."

Kweku Ewusi-Mensah completed his Ph.D. studies this last year. The title of his dissertation is "Peak Load Pricing of Computer Network Services." Dr. Ewusi-Mensah was the 1977-78 recipient of the IBM Fellowship. He is currently employed by the IBM Scientific Center in Los Angeles.

Professor Ephraim R. McLean, a member of the Executive Council of the Society for Management Information Systems and an associate editor of the Society's Journal, the *MIS Quarterly*, recently chaired a session entitled Project Management: Approval, Priorities, and Control at the Society's national meeting in Washington, D. C. on September 19, 1978. This followed his being overall Conference Program Co-chairman at the Society's meeting last year in Los Angeles.

During the Fall and Winter Quarters, two visiting scholars from the University of Rangoon in Burma will be studying about computers and management information systems at UCLA's Graduate School of Management. Under a program sponsored by the United Nations Educational, Scientific, and Cultural Organization (UNESCO), Hla Myint and Yi Yi Myint are taking classes and attending seminars in the Computers and Information Systems program.

On Wednesday, April 12, 1978 a group of professors from Europe attended a day-long program which covered the role of computers and information systems in the Graduate School of Management. These visiting professors, representing universities in Belgium, Denmark, Great Britain, Spain, Yugoslavia and others, were making a tour of business schools throughout the United States under a program sponsored by IBM. These professors were very enthusiastic about the Computers and Information Systems program at GSM and many requested that further information about the program be forwarded to their home universities.

## FIRMS ORGANIZE. . .

*(continued from page 1)*

- The preparation, reproduction, and distribution of working papers and reprints of articles written by C.& I.S. faculty. Associates receive a complete set of these publications and recognition of their sponsorship appears on all papers.
- C.& I.S. membership in professional societies and travel to professional meetings to keep the faculty exposed to the latest thinking and to provide exposure and visibility for GSM activities on the national scene.
- The sponsorship of distinguished visitors, both academic and professional, who can be brought to UCLA for guest lectures or short workshops.
- The partial underwriting of conferences, meetings, workshops, and/or other gatherings for which attendance fees may be charged but for which "front money" is essential.
- The production and mailing of newsletters, program announcements, and other items designed to enhance the reputation of the C.& I.S. area and to bring recognition to the School.
- The administrative and other service functions necessary to support the above activities (beyond the minimum base amounts provided by the University).

For information regarding the Computers and Information Systems Associates program call either Dr. Ephraim McLean or Mr. William DeLone at (213) 825-2502 or write to:

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