

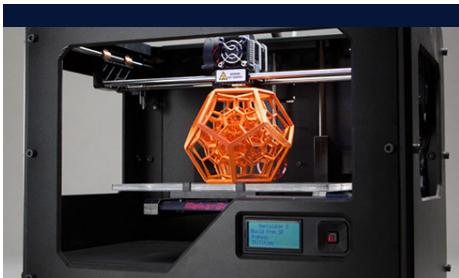
NEWSLETTER

OPIM BUSINESS



“ IN EVERYTHING I DO, I KIND OF LOOK AT TECHNOLOGY FROM THE PERSPECTIVE OF — HOW CAN WE USE IT TO BRING PEOPLE TOGETHER

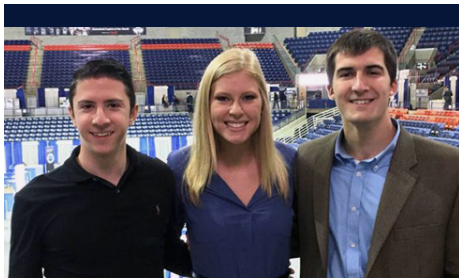
-JON MOORE, FACULTY



UPCOMING EVENTS:

Check out the IMA website to keep up to date with upcoming workshops and OPIM events.

NEXT UP: SPUNK ANALYTICS WORKSHOP



IMA- BENEFITS

Becoming a member of IMA is the first step in helping to secure a job in the IT field upon graduation. IMA membership will not only give you a wealth of information relevant to the IT industry today, but it will provide you with invaluable networking and professional development opportunities.



TABLE OF CONTENTS:

MIS Case Competition
PWC Competition
VR Workshop
Students Spotlight
Faculty Spotlight
Important Dates





PWC COMPETITION

Professor Jon Moore of the Operations and Information Management (OPIM) Department and his team of five students; Kayla Chalmers, Dan Albano, Alex Xu and Madison Begley, and Marissa Repole, won the PwC Case Competition that took place on October 14th.

The team had two weeks to come up with an action plan and present it to the PwC Executive Panel. The case focused on analyzing and implementing sustainable business practices regarding environmental concerns.



THE MIS COMPETITION

The teams had 20 minutes to present their case solution, followed by a 10-minute Q&A session with the judges to clarify the details of their business plans. In the question and answer session, the judges challenged the students' research to make sure they covered all the bases.

The competition was held in a closed room and the teams were not allowed to watch each other present to keep the competition fair, according to Jon Moore, the coordinator of the event. Professor Moore, student workers, judges; Shun-Yang Lee, Wei-kuang Huang, and Satvinder Mayall, and faculty in the department were the only ones in the room during the presentations.

The competition attracted students with varying experience in case competitions. Some students said they had never competed in one before, while others said they had competed multiple times.



EXPLORING VIRTUAL REALITY

FIRST IN A SERIES OF TECHNOLOGY WORKSHOPS

The workshop featured three different kinds of VR systems, including Google Cardboard, Gear VR and the HTC Vive, a fully immersive system. The HTC Vive was the main attraction, the students lined up to try it out. The Vive featured a variety of experiences, for both entertainment and education

One of the educationally focused games allowed users to virtually enter and interact with the human body. It taught users about the different parts of the body as they navigated through, interacting with different parts of the cell, DNA, proteins and more. Professor Moore said that one feature allowed users to see what diseases and infections look like on the inside, providing a more realistic learning experience.

INNOVATION

The VR technology in the OPIM department is being used for recreation and experimental learning, Professor Moore said. Moore teaches a class at UConn called Gamification in Business, in which he hopes to utilize VR technology. He said that the department hopes to incorporate these technologies further into the curriculum in the near future. The department is actively looking into how businesses are using virtual reality technologies in order to prepare students to use these types of technologies in real-world situations.



NEW TECHNOLOGY

This workshop was designed for those who may be new to VR or experienced users who would like to learn more about the resources available to them in the OPIM Department. Professor Jon Moore said he wants to promote interest in these new technologies and to provide a way for those interested to learn more about them.





GOING THE DISTANCE



STUDENT SPOTLIGHT — MARISSA MAZUROK

As Vice President of the Information Management Association (IMA), Marissa Mazurok works along side the president, Luke LaBranche, and acts as a liaison between the club and other outside businesses.

Although now Marissa is an MIS major, she said she originally planned to major in Speech Pathology. She said it was not until her sophomore year that she applied to be an MIS major. Marissa said that an internship at Peoples United Bank Headquarters in the Quality Assurance department coming out of high school prompted her to enter the business field. She said she absolutely loved the work she was doing there. She said that she loved working with computers and with people. MIS was the perfect combination of the two.



FACULTY SPOTLIGHT- RAMESH SHANKAR

Ramesh Shankar is an Associate Professor and the Assistant Department Head of the Operations and Information Management (OPIM) Department at the University of Connecticut School of Business. With a Ph.D. from NYU Stern School of Business, Shankar began his work at UConn in 2004.

Aside from teaching at UConn, Shankar is constantly conducting technology research. His current research focuses on Big Data analytics, social media, strategic analysis of digital goods such as software, music and video games, and the impact of information systems on business processes and the structure of firms.



CONNECT WITH US

✉ ima@business.uconn.edu

🏠 2100 Hillside Road Unit 1041

📘 UConnIMA

