STATE OF THE MAJOR

The Industrial Management major is going through a number of changes as the Association of Industrial Management Students works to update the program for the modern, globalized world. This year, Industrial Management enrollment grew by 3%, a promising sign of AIMS’s work. Through reaching out to Krannert faculty and contacting high school students, we hope to increase this growth over the coming years. AIMS members have been meeting directly with high school students and their families to explain the promise of the program. AIMS’s goal is to market the program nationally as a one-of-a-kind experience only available at Purdue. With the rise in demand for employees from STEM related fields, Industrial Management students are wanted more than ever by companies and many companies recruit heavily from our small program. In order to meet this demand, AIMS wants to recruit more students into the program and to revamp the curriculum to meet the demands of modern companies. The current goal is to double BSIM enrollment by Fall 2016 and to have a revised curriculum well before then. AIMS has made it its goal to reform the Industrial Management major into the best undergraduate program at Purdue University. What we need now is manpower. It takes a lot of time and effort to reach out to as many people as we want to. If you think you can reach out to more people and want to show your support, please contact us.
ALUMNI FOCUS

We asked Bob Burlas about his experience at Krannert, and how the BSIM program allowed him to succeed in his career.

Why did you decide to major in Industrial Management during your time at Krannert?

I decided before I ever came to Purdue. In fact, it was the primary reason I chose Purdue over other universities near my hometown of Pittsburgh, PA. I struggled choosing between a major in Business, Engineering or Computer Science. The BSIM major at Purdue offered a blend of all three which I thought was perfect. The strong reputation of Purdue combined with a great curriculum from the Krannert School of Management made it an easy choice for me.

Reflecting on your career, where do you see how the BSIM degree helped you to succeed?

The BSIM Degree from Krannert has helped in many ways. First of all, the great reputation outside of Purdue is stronger than I ever imagined as an undergraduate. The key traits I hear over and over in the workplace are that its students and alumni are well educated, technically proficient, focused and well prepared. It is almost as if you have instant credibility when you mention Purdue and having a BSIM Degree from the Krannert School of Management. That is a great advantage! I leverage that credibility every day when I meet new clients, expand my professional and personal network and compete for advancements in my own career. The challenging educational curriculum I received as part of the BSIM program set the foundation for how I apply critical thinking and analysis to my daily work.

What do think are some common misconceptions about the BSIM program?

Much has changed since I graduated in 1986. Even the “Industrial Management” connotation seems dated. I think the perception of the BSIM program is tied to manufacturing only and does not fairly reflect the curriculum of a more modern naming convention that an engineering and technology management degree could promote.

How would you like to see the BSIM program evolve in the coming years?

I would like to see the name change to more accurately reflect the STEM and Global initiatives that Dean Earley is promoting. I would like to see a “refresh” in the curriculum. Although I have to caution: my current knowledge of the curriculum is limited. I would also like to see it promoted as a SIGNIFICANT differentiator to the undergraduate business schools in Indiana, across the US and globally.

How does Krannert respond to the rising demand for STEM trained individuals?

Aggressively grow the number of BSIM students. Recruit, retain and grow.

How can Industrial Management alumni help to continue the success of the program?

Some examples of alumni engagement include establishing effective and consistent communications, recruiting local volunteers to address targeted high schools, mentoring students, etc. I am anxious to hear the undergraduates’ ideas.

ALUMNI BIO

Bob Burlas
Regional Vice President & General Manager
Pomeroy IT Solutions

Mr. Burlas currently serves as Regional Vice President and General Manager for Pomeroy IT Solutions. He manages the company’s day-to-day operation in the Central United States with revenues in excess of $100M. Pomeroy is an industry recognized leader that provides comprehensive technology services and product solutions to help customers optimize their information technology (IT) investments. Bob has been part of the leadership team that has culturally transformed the organization into a thriving, industry recognized end to end services and technology solutions provider. During his tenure, the company has gone from a public entity to a private entity that has driven significant revenue and profitability growth. Bob has over 23 years of worldwide channel and technology industry experience. Most recently, he worked at Cisco Systems. He was responsible for establishing the worldwide channel strategy and channel marketing programs for several Cisco advanced technology solutions. Prior to Cisco, he held various worldwide sales and executive leadership positions at other IT companies including IBM and several high tech start-up organizations.

Mr. Burlas received a Bachelor of Science degree in Industrial Management from Purdue University in 1986 and a Masters of Business Administration degree from the University of Notre Dame in 1989. He is a member of the Purdue University, Krannert School of Management Alumni Association (KSAA) and serves on the local Board of Directors for the Sigma Chi Fraternity in West Lafayette, IN. He also serves as an active volunteer for the American Red Cross and the Hamilton County Special Olympics organizations.
STUDENT FOCUS
Joe Shaxted – AIMS President
Industrial Management, Minor in Industrial Engineering - 2013
Hometown: Barrington, IL
Recently Accepted a Full Time Role at American Axle & Manufacturing

As a summer intern at the American Axle & Manufacturing, Three Rivers Manufacturing Plant, MI, senior Joseph Shaxted did not expect to come into an environment where the workers he was put in charge of management, were unmotivated to complete their respective tasks. Being appointed as the Production Supervisor there, Joe strived to understand the personnel individually and find the ways to motivate them in different and significant ways. Consequently, he gained the respect from the staff and was eventually looked at as a leader within the organization. “I saw great improvements in not only their work ethic but in the overall production.” said Joe.

When he was asked what moved him to pursue the Industrial Management major in Purdue, despite the small percentage of students enrolled in the major, he replied that “the small number of students is actually one of the more enticing things about the major”. He truly believed that this major is the perfect fit for his college path, and the successful alumni of BSIM majors have proven that those who are enrolled in this major are part of an elite group.

In addition, Joe has a clear picture of his career path in the next years in which he aims to be an Operations Manager at the American Axle & Manufacturing in the Three Rivers Manufacturing Plant. His plan for the future is in tandem with his passion in the automotive manufacturing industry. “The fast paced, long hours and relentless work environment is what attracts me most to the industry and I feel that the BSIM major has prepared me more than sufficiently for this career path.”, he added.

Like many other members of the Association of Industrial Management Students (AIMS), Joe believes that the alumni are a great resource especially to the undergraduate student body and the AIMS organization. “As BSIM’s, we often struggle to find the definition of the major in regards to where we will end up post-graduation.” said Joe. He also has confidence that the alumni can assist the AIMS members in making the general dreams and hopes about our future more of a reality. As an excellent leader of AIMS, Joseph Shaxted did not create followers; instead, he helped to create more high-quality leaders for the future.

Mini-Golf Fundraiser Draws Homecoming Crowds
AIMS Fundraiser had Students and Alumni Putting in the Krannert Drawing Room

On Friday, October 12, the Association of Industrial Management Students hosted its first fundraiser with the “AIMS Your Putt Challenge.” AIMS set up a putting green on the floor of the Krannert Drawing Room for students, faculty, and alumni to try and win prizes by sinking putts. The fundraiser was a success, with nearly $70 made by the end of the day. Many thanks go to Dr. Charlene Sullivan, the Associate Dean of Undergraduate Programs, who matched our earnings for a total of $140. Due to the success of the fundraiser, the plan is to have another putting challenge in the future.

Alumni Involvement
The AIMS Alumni Relation Committee has established the following targets to optimize the alumni involvement with the AIMS organization:

- Work with the KSAA to obtain guest speakers and keep in close contact with BSIM alumni
- Collect and maintain an updated alumni & recruiter contact list
- Create a Krannert Alumni/Faculty Advisory Board

Curriculum Changes
Over the past ten months, members of AIMS have been working with Krannert Advising faculty to update and improve the BSIM curriculum. With the rise in demand for jobs in STEM fields, AIMS decided it would be best to offer even more technical options for BSIM students. Since then, several new minors have opened up, including engineering and building construction management. Making more avenues for IM students to go down is a key goal of AIMS and the plan is to continue to improve the curriculum, with the backing of alumni.
AIMS Recent & Upcoming Events

October 19 – Subaru Plant Tour
AIMS visited the Subaru manufacturing plant in Lafayette, IN to learn more about manufacturing and the automobile industry. Subaru builds its Tribeca, Outback, and Legacy models at this plant. Pictured above are a few of our members outside of the plant.

November 6 – Food Finders Service Event
In order to give back to the community, AIMS will be serving with Food Finders. “We in AIMS are very fortunate to be able to give back not only the Krannert School and Purdue, but also to the local community” – Dan Ward, BSIM’14

November 13 & 20 – AIMS Project Presentations
Over the course of the semester, each AIMS member has taken on an individual project within their committee. The goal of the projects was to continue to improve AIMS and the Industrial Management major. This event will allow us to see the progress of that work.

November 22 – AIMS Soccer Game
As the semester winds down, AIMS will come together for some social events. One of them this semester is going to be a soccer game. In order to grow as an organization, it’s important for us to come together and do some team-building with events like this.