

INFORMATION SYSTEMS

FIELD OVERVIEW

The BBA with a concentration in information systems enables undergraduate students to acquire an excellent understanding of all of the components of information technology (IT), and to obtain the skills and knowledge of analytical methods needed to design and develop the information systems (IS) that are indispensable to businesses. The IT overview covers areas ranging from data communications (including the Internet and the World Wide Web) to data management. Students also learn about and have hands-on experience in the structured development of information systems, programming, database design, and other techniques needed in order to successfully design and develop information systems. These IS/IT-specific skills and knowledge, coupled with an understanding of the other aspects of business acquired in the BBA, give students a competitive start in this "information age."

CAREER CHOICES IN INFORMATION SYSTEMS

All facets of management, be it in the private sector, in government, or in non-profit organizations, require information that is accurate, relevant, timely and complete. That is why appropriate information systems have become absolutely necessary for every business. Beyond that, information systems have also become strategically important in carving out new business opportunities. Many organizations have established the position of Chief Information Officer (CIO) and elevated the function to the executive level. The BBA in Information Systems enables students to enter this career stream as programmer analysts and system analysts. With experience and enhanced knowledge, students are able to progress in this exciting career, perhaps all the way to becoming a CIO, succeeding as a consultant, or starting their own IS/IT business. This is an excellent choice for a double major.

PROGRAM OF STUDY

During their first two years at GW, students interested in the information systems field are encouraged to build their reasoning, quantitative, communication, and leadership skills. Reasoning and quantitative skills, which are essential for the design and development of information systems, can be obtained from: Microeconomics (ECON 11), Macroeconomics (ECON 12), the mathematics sequence (MATH 31/32 or 51/52), Introduction to Business and Economic Statistics (STAT 51/53), Regression Analysis (STAT 118), Introduction to Logic (PHIL 45), and Symbolic Logic (PHIL 121). Since the majority of information systems are developed by project teams, leadership and communication skills are also extremely important and often overlooked by students with IS/IT skills. These communication and leadership skills can be obtained in Organizational Behavior (BADM 66), Business and Professional Speaking (COMM 42), Small Group Communication (COMM 120), Intercultural Communication (COMM 174), or Leadership (MGT 115).

The core course in information systems, Management Information Systems Technology (BADM 64), taken in the sophomore year, gives an overview of IS/IT and is a prerequisite for the rest of the IS program. During their last two years at GW, students concentrate on courses in the information systems field. They take Introduction to Structured Programming (ISTM 119), which is a prerequisite for the other required courses, System Design with CASE (ISTM 120), and Expert Database Systems (ISTM 121). Business Data Communications (ISTM 123), E-commerce, Web-development, and Human-Computer Interaction (ISTM 190) are electives in the field. Since IS/IT is a fast-developing and dynamic field, new courses, identified as MGT 190, are planned. Therefore, students should check with their advisor to assure that they don't miss out on appropriate MGT 190 courses.

Students round out their IS/IT field education by taking appropriate Field-Related Electives (courses outside the IS field) and Field Tools Electives. These courses include Ethics in Business and the Professions (PHIL 135), Technology and Society (CSCI 110), Applied Human Resource Management (MGT 110), Digital Mapping for the Natural Sciences (EES 124), and Visual Communication III: Computer Graphics (FA 174). Students are always encouraged to gain real-world experience with internships in the field to complement their education at GW.

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Course	Course Title	Prerequisites
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Core
 BADM 64* Management Information Systems Technology NO PREREQUISITES

Analytical Tools Elective (Choose One)

PHIL 45 (should be taken before MGT 119)	Introduction to Logic	NO PREREQUISITES
PHIL 121 (should be taken before MGT 119)	Symbolic Logic	PHIL 45 or INSTRUCTOR'S PERMISSION
STAT 118 (dual field student only)	Regression Analysis	STAT 51/53

Field Tools Elective (Choose One)

ACCY 110	Financial Statement Analysis	BADM 51 & 52
COMM 120	Small Group Communication	COMM 41
COMM 174	Intercultural Communication	COMM 41
CSCI 110	Technology and Society	CSCI 49, 50, or 51
MGT 107	Fundamentals of Behavioral Science	NO PREREQUISITES
MGT 115	Leadership	BADM 130
PHIL 135	Ethics in Business and the Professions	NO PREREQUISITES

Field Courses (Choose Four)

ISTM 119* (FALL ONLY)	Introduction to Structured Programming	BADM 64
ISTM 120* (FALL ONLY)	Structured Development with CASE	MGT 119
ISTM 121* (SPRING ONLY)	Database Design and Applications	MGT 119
ISTM 123 (SPRING ONLY)	Business Data Communications	BADM 64
ISTM 190**	Special IS Topics	VARIED
ISTM 243**	Human Factors in Information Systems	

** Requires Permission of Field Advisor

Field-Related Elective (Choose One)

FA 174 (\$100 LAB FEE)	Visual Comm. III: Computer Graphics	NO PREREQUISITES
EES 124 (\$30 LAB FEE)	Digital Mapping for the Natural Sciences	NO PREREQUISITES
MGT 190** (NOT ALL ARE APPROPRIATE)	Special Topics (NOT to include IS Topics)	VARIED

Or another course with permission of the Field Advisor

** Requires Permission of Field Advisor

***REQUIRED**

