

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 1011), Macroeconomics (ECON 1012), the mathematics sequence (MATH 1231/1232 or 1051/1252), Introduction to Business and Economic Statistics (STAT 1051/1053), Regression Analysis (STAT 2118). 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 1101), Business and Professional Speaking (COMM 1042), Small Group Communication (COMM 2120), Intercultural Communication (COMM 3174), or Leadership (MGT 3201).

The core course in information systems, Management Information Systems Technology (BADM 2301), 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 3119), which is a prerequisite for the other required courses, System Design with CASE (ISTM 4120), and Expert Database Systems (ISTM 4121). Business Data Communications (ISTM 4123), E-commerce, Web-development, and Human-Computer Interaction (ISTM 4900) are electives in the field. Since IS/IT is a fast-developing and dynamic field, new courses, identified as ISTM 4900, are planned. Therefore, students should check with their advisor to assure that they don't miss out on appropriate ISTM 4900 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 (PHIL 2135), Small Business Management (MGT 4101), Marketing Research (MKTG 3143), and others.

Students are strongly 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
Core		
BADM 2301*	Management Information Systems Tech	NO PREREQUISITES
Analytical Tools Elective (Choose One)		
STAT 2112	Business and Economic Statistics II	STAT 1051/1053
STAT 2118	Regression Analysis	STAT 1051/1053
Field Tools Elective (Choose One)		
ACCY 3201	Financial Statement Analysis	ACCY 2001 & 2002
COMM 2120	Small Group Communication	COMM 1041
COMM 3174	Intercultural Communication	COMM 1041
MGT 3201	Leadership	BADM 3101
PHIL 2045	Introduction to Logic	NO PREREQUISITES
PHIL 2135	Ethics in Business and the Professions	NO PREREQUISITES
Field Courses (Choose Four)		
ISTM 3119* (FALL & SPRING)	Introduction to Structured Programming	BADM 2301
ISTM 4120* (FALL & SPRING)	Structured Development with CASE	ISTM 3119
ISTM 4121* (FALL & SPRING)	Database Design and Applications	ISTM 3119
ISTM 4123 (SPRING ONLY)	Business Data Communications	BADM 2301
ISTM 4900**	Special IS Topics	VARIED
ISTM 6243**	Human Factors in Information Systems	
** Requires Permission of Field Advisor		
Field-Related Elective (Choose One)		
CSCI 1030	Technology and Society	NO PREREQUISITES
MGT 4101	Small-Business Management	NO PREREQUISITES
MGT 4002	Product Development and Venturing	NO PREREQUISITES
MKTG 3143	Marketing Research	BADM 3401 & STAT 2112/2118
SMPP 4900	Governance, Ethics, and Leadership	NO PREREQUISITES
Or another course with permission of the Field Advisor		
** Requires Permission of Field Advisor		
*REQUIRED		