**BBA DEGREE: INFORMATION SYSTEMS CONCENTRATION**

**for students who entered GWSB between Fall 2009 – Summer 2014**

Requirements: In order to complete the Information Systems Concentration in the BBA Degree, a total of seven courses must be taken: One (1) Analytical Tools Elective, Five (5) Field Courses, and One (1) Field-Related Elective.

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<th>CONCENTRATION REQUIREMENTS</th>
<th>COURSE OPTIONS</th>
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<td>Analytical Tools Elective (1)</td>
<td>STAT 2112: Business &amp; Economics Statistics II or STAT 2118: Regression Analysis or ECON/STAT 2123: Introduction to Econometrics</td>
<td>STAT 1051, 1053, or 1111, or APSC 3115</td>
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**Field Courses (5)**

**THREE REQUIRED FIELD COURSES**

1. ISTM 3119: Introduction to Programming
   - None

2. ISTM 4120: Business Systems Development
   - ISTM 3119 or CSCI 1111 or Instructor Permission

3. ISTM 4121: Database Principles and Applications
   - ISTM 3119 or CSCI 1111 or Instructor Permission

**SELECT TWO ADDITIONAL FIELD COURSES FROM THESE OPTIONS**

- DNSC 4404: Essentials of Project Management
  - None

- ISTM 4123: Business Data Communications *(equivalent to ISTM 6203)*
  - BADM 2301

- ISTM 4130W: Writing on the Ethics of Technology
  - None

- ISTM 4215: Human-Computer Interactions *(equivalent to ISTM 6215)*
  - None

- ISTM 4223: Innovation Ventures *(equivalent to ISTM 6223)*
  - None

- ISTM 4233: Emerging Technologies *(equivalent to ISTM 6233)*
  - None

- ISTM 4900: Special Topics in Information Systems
  - None

**Field-Related Elective (1)**

- CSCI 1030: Technology and Society
  - None

- FA 2181: New Media: Digital Imaging
  - FA 1071 or Instructor Permission

- MGT 3201: Leadership
  - None

- MGT 3303: Women’s Entrepreneurial Leadership
  - None

- MGT 4002: Product Development and Venturing
  - MGT 4101 or Instructor Permission

- MGT 3301: Small Business Management
  - MGT 3300W or Instructor Permission

- MGT 3300/3300W: Entrepreneurship
  - None

- MKTG 3143: Marketing Research
  - BADM 3401; STAT 2112/2118

- PHIL 2135: Ethics in Business and the Professions
  - None

*An alternate Field-Related Elective* may be selected only with prior permission from the Information Systems Dept. via a Course Substitution Request Form.
Information Systems Field Overview

The Bachelor of Business Administration (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.

Information Systems Department

Dr. Richard Donnelly, Chair & Associate Professor
Funger Hall, Ste. 515B  p: 202-994-7155  e: rgd@gwu.edu

Hope Hall, BBA/MSIST Combined Degree Program Advisor
Funger Hall, Ste. 515  p: 202-994-9140  e: hmland@gwu.edu