

# ISM - INFORMATION SYSTEMS MANAGEMENT

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## ISM 3630 Business Information Systems Cr. 3

Introductory information systems management course, which establishes a foundation for understanding the value of information systems in organizations. Provides a management-oriented study of computer-based information systems in organizations and an overview of the manner in which information systems and technology supports business processes, managerial decision-making, and organizational strategy. Offered Every Term.

**Prerequisites:** (MAT 1500 with a minimum grade of C)

**Restriction(s):** Enrollment limited to students in the School of Business.

## ISM 4500 Business Co-op Assignment Cr. 0

Provides students with practical application of theory to on-the-job experience. Students must be admitted to the University's Cooperative Education Program during the work semester that the course is to be taken. Students will normally be assigned to a cooperating business organization for internship periods of one semester. Offered Yearly.

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

## ISM 4575 IT Security Cr. 3

Provides an investigation of contemporary issues in computer security. Students are exposed to the spectrum of security activities, procedures, and methodologies. Topics include: inspection and protection of information assets; detection of and reaction to threats to information assets; examination of pre- and post-incident procedures, and technical and managerial responses; and an overview of information security planning and staffing functions. Offered Yearly.

**Prerequisite:** ISM 3630, with a minimum grade of C

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

## ISM 4990 Directed Study in Information Systems Management Cr. 1-3

Provides the student with the opportunity to focus on advanced readings, projects (e.g., tutorials, certifications), and research in a particular area of information systems management that is of interest to the student and faculty member. Offered Every Term.

**Prerequisites:** ((ISM 5820 with a minimum grade of D-) AND ((ISM 5860 with a minimum grade of D-) AND ((ISM 5992 with a minimum grade of D-) AND ((ISM 5994 with a minimum grade of D-))

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

## ISM 5200 ERP Systems: Concepts and Practice Cr. 3

Discusses the role and function of ERP systems within organizations; analyzes the major business processes in their organization and their implementation using ERP software; provides hands-on use of ERP tools for transaction processing and decision support; and describes the use of ERP systems for customer relationship management (CRM), supply chain management (SCM), and electronic commerce. Offered for undergraduate credit only. Offered Yearly.

**Prerequisites:** (ACC 3010 with a minimum grade of C) AND (ACC 3020 with a minimum grade of C) AND (ISM 3630 with a minimum grade of C)

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**Equivalent:** ACC 5200

## ISM 5530 Ethics in Information Technology Cr. 3

An awareness of the wider social, legal and ethical issues of information technology. Relationship between technological change, society and the law. Student is introduced to legal issues such as intellectual property and liability for defective software. Offered for undergraduate credit only. Offered Yearly.

**Prerequisites:** ((ISM 3630 with a minimum grade of D-))

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**Equivalent:** ISM 7530

## ISM 5560 Survey of e-Commerce Cr. 3

Provides an introduction to electronic commerce. Topics include: e-commerce scope, business-to-business (B2B) and business-to-consumer (B2C) activities; supporting software, hardware, networking, security technologies; readings and online discussions. Offered for undergraduate credit only. Offered Yearly.

**Prerequisite:** ISM 3630, with a minimum grade of C

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

## ISM 5570 Data Mining and Analytics Cr. 3

Focuses on developing techniques to analyze large datasets and using techniques, algorithms, and software to automate the analysis and exploration of those datasets. Covers the methodology, major software tools, and applications in the data mining and analytics field. Offered for undergraduate credit only. Offered Yearly.

**Prerequisite:** ISM 3630, with a minimum grade of C

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

## ISM 5670 Special Topics in Information Systems Cr. 3

Topics range from JAVA to digital video creation and analytics. Offered for undergraduate credit only. Offered Irregularly.

**Prerequisite:** ISM 3630, with a minimum grade of C

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**Repeatable for 6 Credits**

## ISM 5705 Inbound Information Technology Cr. 3

Provides insights and practical guidelines to help students learn how to create an appealing and engaging digital presence for businesses. The discussion focuses on topics relevant to planning, managing, and implementing on-line and social media interactivity such as: search engine organization (SEO), inbound links, page ranking, tagging content, pillaring content, publishing content, analytic reports, blogging, tweeting and other social media. Offered for undergraduate credit only. Offered Fall.

**Prerequisites:** ((ISM 3630))

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

## ISM 5820 Systems Analysis and Design Cr. 3

Presents a structured and formal approach to information systems development. Analysis, logical requirements specification, general and detailed design, control, and implementation of information systems are discussed. Offered for undergraduate credit only. Offered Every Term.

**Prerequisites:** ((ISM 3630 with a minimum grade of D-) OR [ISM 4630 with a minimum grade of D-])

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**ISM 5860 Data Communications and Networks Cr. 3**

Data communication concepts and terminology, communication system design approaches, data communications standards, data communications software and hardware, network architecture, distributed management information systems. Offered for undergraduate credit only. Offered Yearly.

**Prerequisites:** ([ISM 5820 with a minimum grade of D-])

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**ISM 5890 Internship in Information Systems Cr. 3**

Student performs assigned tasks and responsibilities in a professional manner under supervision of host-employer for a minimum of 160 hours during the semester, abiding by the rules and regulations established by the employer and expected by all employees; student must satisfactorily complete all course requirements outlined in the internship program for the School of Business Administration. Offered for undergraduate credit only. Offered Every Term.

**Prerequisites:** ([FIN 3290 with a minimum grade of D-] OR [FIN 4290 with a minimum grade of D-]) AND ([ISM 3400 with a minimum grade of D-] OR [BA 3400 with a minimum grade of D-] OR [ISM 4400 with a minimum grade of D-]) AND ([ISM 3600 with a minimum grade of D-] OR [BA 3600 with a minimum grade of D-] OR [ISM 4600 with a minimum grade of D-]) AND ([ISM 3630 with a minimum grade of D-] OR [ISM 4630 with a minimum grade of D-]) AND ([MGT 2530 with a minimum grade of D-] OR [MGT 4530 with a minimum grade of D-]) AND ([MKT 2300 with a minimum grade of D-] OR [MKT 4300 with a minimum grade of D-])

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**ISM 5900 Project Management Cr. 3**

Provides the student with an understanding and appreciation of the different knowledge areas of project management, as well as insight into developing the inputs, tools, techniques, and outputs to successfully manage products. Offered for undergraduate credit only. Offered Yearly.

**Prerequisites:** ([ISM 3630 with a minimum grade of C]) AND ([MGT 2530 with a minimum grade of C])

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**Equivalent:** MGT 5900

**ISM 5992 Database Systems Cr. 3**

Details the importance of data in today's enterprise and describes the theories, models, and techniques for designing, developing, creating, and manipulating a database. Students will practice data modeling, physical database design, database implementation, and complete introductory SQL exercises. Offered for undergraduate credit only. Offered Yearly.

**Prerequisites:** ([ISM 3630 with a minimum grade of D-] OR [ISM 4630 with a minimum grade of D-])

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**ISM 5994 Software Tools for Business Applications Cr. 3**

Introduces the student to the use of the Internet to create a digital presence. Students design and develop websites, create responsive web pages to provide an optimal viewing experience, and integrate database functionality allowing all web pages to "know" who is looking at the information using HTML, Javascript, Hubl, HubDB, Wistia, and cascading style sheets (CSS). Smart design includes content complete with video, progressive forms, and focused calls-to-action. Offered for undergraduate credit only. Offered Yearly.

**Prerequisites:** ([ISM 5820 with a minimum grade of D-])

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**ISM 6997 Information Systems Policy and Management Cr. 3**

Within the overall structure of the systems approach, this capstone course integrates the managerial, technical, and strategic planning and control concepts developed throughout the undergraduate courses. It also focuses on the concepts and methodologies necessary for management of information systems projects. Offered for undergraduate credit only. Offered Yearly.

**Prerequisites:** ([ISM 5820 with a minimum grade of D-])

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**ISM 7500 Business Information Systems Cr. 2**

Teaches students how IT can influence, support, and advance organizational operations, performance, and decision making. The course will also teach students, as managers or employees, how to effectively define their information needs and utilize IT to increase their effectiveness. No credit after ISM 4630 or ACC 6070. Offered Fall, Winter.

**Prerequisites:** ([BA 7070 with a minimum grade of C])

**Restriction(s):** Enrollment is limited to Graduate level students.

**ISM 7505 Information Analytics: Inbound Information Technology Cr. 3**

The evolving cyberspace organization. Insights and practical guidelines to create an appealing and engaging digital presence. Discussion focuses on topics relevant to planning, managing, and implementing online and social media interactivity such as search engine organization (SEO), inbound links, blogging, page ranking, tagging content, tweeting, publishing content, analytic reports, and social media. Offered Fall.

**Restriction(s):** Enrollment is limited to Graduate level students.

**ISM 7510 Database Management Cr. 3**

Overall examination of database management and knowledge management systems. Theories, models, and techniques for designing, developing, understanding, utilizing and creating competitive advantage through database systems. Topics include data modeling, logical and physical database design, strategic value of data, introductory SQL, knowledge management, and emerging database technologies. No credit after ISM 5993. Offered Yearly.

**Prerequisites:** ([BA 7070 with a minimum grade of C])

**Restriction(s):** Enrollment is limited to Graduate level students.

**ISM 7520 Information Systems Design Cr. 3**

Non-technical course in how to use information systems to add value to an organization. Use of system analysis techniques to study and identify information needs of organizations and integration of IT specialists and manager-users. Topics include: IT and organizational design, inter-networking infrastructure, organization and leading the IT function. How information systems professionals link MIS to specific business operations and objectives to increase value; how managers may use information systems to support activities and increase individual productivity. No credit after ISM 5820. Offered Yearly.

**Prerequisites:** ([ISM 7500 with a minimum grade of C])

**Restriction(s):** Enrollment is limited to Graduate level students.

**ISM 7530 Societal and Ethical Issues in the Information Age Cr. 3**

Issues such as computer crime, privacy, copyrighting of software; other ethical issues related to use of business systems and information systems. No credit after ISM 5530. Offered Yearly.

**Prerequisite:** BA 7070, with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**ISM 7560 Survey of E-Commerce Cr. 3**

Introduction to electronic commerce: scope, business-to-business and business-to-consumer activities; supporting software, hardware, networking, security technologies; readings and online discussions. Offered Every Term.

**Prerequisites:** ([ISM 7500 with a minimum grade of C])

**Restriction(s):** Enrollment is limited to Graduate level students.

**ISM 7570 Data Mining Cr. 3**

Tools and techniques used to analyze large data bases; hands-on approach to common techniques. Emphasis on application of data mining to problems in marketing, finance, and other business disciplines. Offered Every Term.

**Prerequisites:** ([BA 7070 with a minimum grade of C])

**Restriction(s):** Enrollment is limited to Graduate level students.

**ISM 7575 Corporate Computer Networks and IT Security Cr. 3**

Broad selection of contemporary issues in computer security. Security activities, methods, methodologies, and procedures including inspection and protection of information assets, detection of and reaction to threats to information assets, and examination of pre- and post-incident procedures, technical and managerial responses, and an overview of the Information Security Planning and Staffing functions. Includes many topics for Security+ exam by CompTIA. Offered Yearly.

**Prerequisites:** ([BA 7070 with a minimum grade of C])

**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

**ISM 7890 Internship in Information Systems and Management Cr. 3**

Students work a minimum of 160 hours for fifteen weeks in an entry-level management position in information systems. Offered Yearly.

**Prerequisites:** ([ISM 7500 with a minimum grade of C])

**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

**ISM 7900 Project Management Cr. 3**

Management of resources (budget, personnel, materials, etc.) within the scope of a given project; understanding and appreciation for the different knowledge areas of project management; insight into identification of inputs, tools, and techniques of project management. Offered Yearly.

**Restriction(s):** Enrollment is limited to Graduate level students.

**Equivalent:** MGT 7900

**ISM 7994 Digital Content Development Cr. 3**

Development of responsive, smart, and personalized web sites using leading web development tools and technologies. Offered Yearly.

**Restriction(s):** Enrollment is limited to Graduate level students.

**ISM 7995 Directed Study in Information Systems and Management Cr. 1-3**

Advanced independent readings and research under supervision of a graduate faculty member in areas of special interest to student and faculty member. Offered Yearly.

**Prerequisites:** ([ISM 7500 with a minimum grade of C])

**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

**ISM 7996 Principles for Customer Relationship Management Cr. 3**

Investigation of the antecedents and consequences of implementing a customer-relationship management strategy. The course will provide students with insight on: What CRM and its conceptual foundations are; How CRM forces the interaction between corporate strategy, organizational structure, supply chain, and customer facing front end; The role of measuring and managing customer satisfaction, customer loyalty and customer profitability; Hands-on application with salesforce.com. Offered Fall.

**Restriction(s):** Enrollment is limited to Graduate level students.

**Equivalent:** MKT 7996

**ISM 8000 Seminar in Information Systems and Management Cr. 3**

Current developments and emerging trends. Offered Every Term.

**Restriction(s):** Enrollment is limited to Graduate level students.