

# ISYS 2103

## BUSINESS INFORMATION SYSTEMS

**Prerequisite:** WCOB 1120 (Computer Competency)

**Prerequisite/Corequisite:** ACCT 2023 (Accounting II) or WCOB 2053 (Business Foundations)

**COURSE DESCRIPTION** - This business core course presents the fundamentals of business information systems (IS) topics essential to today's business graduate. A number of integrated examples across "applied" areas of business will be utilized. Applied areas of business will be used to provide the context for the IS topics, business applications, and management challenges. This course surveys essential information systems and technology fundamentals that are common to most enterprises. The course addresses information systems components and follows up by showing how managerial information and other essential functional information is generated, derived, and presented through the company's information processing and decision support systems. Business Information Systems is the "life blood" of business; those systems that enable the business to function effectively and efficiently as a unit. The broad objective of this course is to present you with a business and information systems framework that will allow you to envision how business decisions are enabled and empowered by information systems and technology.

### **INFORMATION SYSTEMS KNOWLEDGE FOR TODAY'S BUSINESS MAJOR TOPICS (TENTATIVE)**

- IS Fundamentals and "Hands On" Tools
  - i. IT Fundamentals
  - ii. Excel for Decision Making
  - iii. Databases for Decision Making
  - iv. Website Basics
- Competitive Advantage/Leveraging IT/CRM
  - i. IS, Data, and Competitive Advantage
  - ii. Customer Relationship Management
- Today's Business Applications
  - i. Enterprise Applications (ERP, CRM, SRM, SCM, PLM)
  - ii. Management Support
  - iii. E-Commerce (B-2-B, B-2-C, B-2-E,...)
  - iv. Mobile Computing
  - v. Business Intelligence, Data Analytics, and Data Mining
  - vi. Data Warehouse
- Management Challenges
  - i. Security, Piracy, and Privacy
  - ii. Project Management and development Methods (SDLC, etc)
  - iii. Data Management
  - iv. Globalization & IT
  - v. Value Chain Management
  - vi. Innovations
  - vii. IT Infrastructure & Internet
  - viii. Leveraging Social Networks/Social Media
  - ix. Knowledge Management