# MANAGEMENT INFORMATION SYSTEMS, BBA

## Program Description

The MIS program supports students and professionals in their applied use of computers. Information systems supports a variety of business activities using computer systems; it is not intended to prepare software developers.

Student Learning Outcome: Students will demonstrate an understanding of how computer systems support a variety of business activities. Complete the Business Foundation Curriculum in the freshman and sophomore years.

## BBA Student Learning Goals and Objectives

- **G1. To Be Effective Communicators**
  - O1. Students will demonstrate the ability to identify the appropriate message purpose, select appropriate organization, provide sufficient supporting details, and use effective mechanics.
  - O2. Students will demonstrate the ability to prepare (content, presentation and media) and deliver (verbally and nonverbally) a professional presentation.

- **G2. To Be Competent in Business Practices**
  - O1. Students will demonstrate knowledge of key business theories and concepts and will apply these business theories and concepts correctly.
  - O2. Students demonstrate the ability to incorporate theories, concepts, and practices across multiple disciplines to produce practical answers.
  - O3. Students will effectively analyze data.

- **G3. To Be Good Decision Makers**
  - O1. Students will demonstrate the ability to identify valid, reliable and important information applicable to the issue being studied.
  - O2. Students will demonstrate the ability to analyze multiple responses to issues.
  - O3. Students will demonstrate the ability to determine and support an appropriate decision.

- **G4. To Be Good Citizens**
  - O1. Students will demonstrate the ability to identify ethical concepts.

In addition, all Management Information Systems Majors will demonstrate basic knowledge of Management Information Systems theories and an understanding of how to apply concepts correctly.

## General Requirements

### Core Curriculum Program

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core Curriculum Program</td>
<td>42</td>
</tr>
<tr>
<td>First-Year Seminars (when applicable)</td>
<td>0.2</td>
</tr>
<tr>
<td>Business Core</td>
<td>45</td>
</tr>
</tbody>
</table>

## Program Requirements

### Full-time, First-Year Students

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNIV 1101</td>
<td>University Seminar I</td>
<td>1</td>
</tr>
<tr>
<td>UNIV 1102</td>
<td>University Seminar II</td>
<td>1</td>
</tr>
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</table>

### Core Curriculum Program

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>ECON 2301</td>
<td>Macroeconomics Principles</td>
<td>1</td>
</tr>
<tr>
<td>MATH 1324</td>
<td>Mathematics for Business and Social Sciences</td>
<td>1</td>
</tr>
</tbody>
</table>

### Business Core

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSI 0011</td>
<td>Cob Student Code of Ethics and Plagiarism</td>
<td>0</td>
</tr>
<tr>
<td>ACCT 2301</td>
<td>Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 2302</td>
<td>Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>BLAW 3310</td>
<td>Legal Environment of Business</td>
<td>3</td>
</tr>
<tr>
<td>BUSI 0088</td>
<td>Graduation Requirements Review</td>
<td>0</td>
</tr>
<tr>
<td>ECON 2302</td>
<td>Microeconomics Principles</td>
<td>3</td>
</tr>
<tr>
<td>FINA 3310</td>
<td>Financial Management</td>
<td>3</td>
</tr>
<tr>
<td>MATH 1325</td>
<td>Calculus for Business &amp; Social Sciences</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 3310</td>
<td>Principles of Management</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 3315</td>
<td>Business Communications</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 4388</td>
<td>Business Strategy</td>
<td>3</td>
</tr>
<tr>
<td>MISY 2305</td>
<td>Computer Applications in Business</td>
<td>3</td>
</tr>
<tr>
<td>MISY 3310</td>
<td>Management Information Systems Concepts</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3310</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>OPSY 4314</td>
<td>Operations Management</td>
<td>3</td>
</tr>
<tr>
<td>ORMS 3310</td>
<td>Data Analysis and Statistics</td>
<td>3</td>
</tr>
</tbody>
</table>

### International Business Course

Select one of the following depending on major:

- ACCT 3315 Multinational Entities: Accounting and Consolidations (for Accounting Major) 3
- ECON 3315 International Economic Issues (for Business Economics Major)
- FINA 4315 International Finance (for Finance Major)
- MGMT 4315 Multinational Management (for Management Major)
- BUSI 4310 International Business (for all other Majors)

### Management Information Systems Major Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MISY 3320</td>
<td>Business Data Communication and Networking I</td>
<td>3</td>
</tr>
<tr>
<td>MISY 3330</td>
<td>Database Management</td>
<td>3</td>
</tr>
<tr>
<td>MISY 3340</td>
<td>Systems Analysis and Design</td>
<td>3</td>
</tr>
<tr>
<td>MISY 3350</td>
<td>Business Applications Development</td>
<td>3</td>
</tr>
</tbody>
</table>
### Management Information Systems, BBA

**MISY 4330** Website Development for Business 3

**MISY 4375** IT Project Management 3

#### Management Information Systems Electives

Select 6 hours from the following: 6

- **MISY 4310** Business Data Communications and Networking II
- **MISY 4325** Business Decision Support Systems and Expert Systems
- **MISY 4340** Electronic Commerce Management
- **MISY 4350** Business Intelligence and Analytics
- **MISY 4365** Data Warehousing and Data Mining for Business Intelligence
- **MISY 4390** Current Topics in Management Information Systems
- **MISY 4396** Directed Individual Study
- **MISY 4398** Internship in Management Information Systems

#### Electives

- Upper-level Business Elective 3
- Business Elective 3
- Non-Business Elective 3

**Total Hours** 122

Higher level mathematics course may be accepted as a substitute with approval.

All Business Majors and Minors must complete BUSI 0011 Cob Student Code of Ethics and Plagiarism (0 sch) before or during their first semester enrolled in upper-division Business courses.

ACCT 3315 Multinational Entities: Accounting and Consolidations (3 sch) may be taken as either International Business Course or as an Accounting Elective but not both.

* Online offering

^ Blended offering

**Note:**

Course prerequisites are strictly enforced.

### Course Sequencing

#### First Year

**Fall**

- **BUSI 0011** Cob Student Code of Ethics and Plagiarism 0
- Creative Arts Core Requirement 3
- **ECON 2301** Macroeconomics Principles 3
- **HIST 1301** U.S. History to 1865 3
- Life & Physical Science Core Requirement 3
- **UNIV 1101** University Seminar I 1
- **ENGL 1301** Writing and Rhetoric I 3

**Spring**

- **COMM 1311** Foundation of Communication 3

**Hours** 16

#### Second Year

**Fall**

- **ACCT 2301** Financial Accounting 3
- Business Elective 3
- Component Area Option Core Requirement 3
- **MATH 1325** Calculus for Business & Social Sciences 3
- **POLS 2305** U.S. Government and Politics 3

**Hours** 15

**Spring**

- **ACCT 2302** Managerial Accounting 3
- Component Area Option Core Requirement 3
- Life & Physical Science Core Requirement 3
- **MISY 2305** Computer Applications in Business 3
- **POLS 2306** State and Local Government 3

**Hours** 15

#### Third Year

**Fall**

- **ORMS 3310** Data Analysis and Statistics 3
- **BLAW 3310** Legal Environment of Business 3
- **MISY 3310** Management Information Systems Concepts 3
- **MISY 3330** Database Management 3
- **MISY 3340** Systems Analysis and Design 3

**Hours** 15

**Spring**

- **FINA 3310** Financial Management 3
- **MKTG 3310** Principles of Marketing 3
- **MISY 3320** Business Data Communication and Networking I 3
- **MISY 3350** Business Applications Development 3
- **MISY Elective** 3

**Hours** 15

#### Fourth Year

**Fall**

- **MGMT 3310** Principles of Management 3
- **OPSY 4314** Operations Management 3
- **MISY 4330** Website Development for Business 3
- International Business Course 3
- **MGMT 3315** Business Communications 3

**Hours** 15

**Spring**

- **MISY 4375** IT Project Management 3
- **MISY Elective** 3
- Upper Level Business Elective 3
- **MGMT 4388** Business Strategy 3
Courses

MISY 2305 Computer Applications in Business
3 Semester Credit Hours (3 Lecture Hours)
Survey of modern business computer hardware, software, and applications. Opportunities to create programs and use existing application software to solve various management information technology-oriented problems. Emphasizes the end-user’s perspective, and interactions with management information technology.

TCCNS: BCIS 1305

MISY 3310 Management Information Systems Concepts
3 Semester Credit Hours (3 Lecture Hours)
Provides an understanding of the importance of computer-based information in the success of the firm. Illustrates ways in which companies utilize computer systems to strategically compete within certain industries. Emphasis is on the role of information systems within each of the functional areas of business. Major concepts include data management, decision support, and management information systems.
Prerequisite: BUSI 0011 and MISY 2305.

MISY 3320 Business Data Communication and Networking I
3 Semester Credit Hours (3 Lecture Hours)
Characteristics of contemporary business data communication components, their configurations, and their impact on management information systems design. Topics include designing, managing, securing, and implementing business data communication networks, and their integration into management information systems. Exercises and assignments use various data communication facilities.

MISY 3330 Database Management
3 Semester Credit Hours (3 Lecture Hours)
Concepts and methodology of database planning, design, development, and management of the computerized data base of a management information system. The emphasis is on logical data base design and a study of hierarchical, network, and relational implementations. Normalization exercises are completed relative to the logical design of relational data bases. Exercises and assignments use a relational DBMS package.

MISY 3340 Systems Analysis and Design
3 Semester Credit Hours (3 Lecture Hours)
Develops ability to analyze an existing information system within an organization, to identify information requirements, and to specify the functions of a new information system. Includes cost/benefit analysis of proposed information systems. Exercises and assignments use a Computer Aided Software Engineering (CASE) tool.

MISY 3350 Business Applications Development
3 Semester Credit Hours (3 Lecture Hours)
This course introduces students to the fundamental techniques used in the development and programming of software applications. This course is designed for students who have little or no previous computer programming experience. This course will use a scripting and/or visual development programming language.

MISY 4310 Business Data Communications and Networking II
3 Semester Credit Hours (3 Lecture Hours)
Design, implementation, and operation of client-server network systems for organizational Intranets and Internet presence. Exercises and assignments use selected data communications facilities.
Prerequisite: MISY 3320.

MISY 4325 Business Decision Support Systems and Expert Systems
3 Semester Credit Hours (3 Lecture Hours)
A survey of decision support systems and expert systems used in business. Topics include artificial intelligence (AI), knowledge engineering, knowledge acquisition, expert system shells, modeling, simulation, and selection of appropriate computer package support. Exercises and assignments use various computer packages such as neural network systems and expert system shells.

MISY 4330 Website Development for Business
3 Semester Credit Hours (3 Lecture Hours)
This course provides an understanding of the principles and techniques for client-side web development using HTML and CSS. Text editors and the website development software will be used to create and maintain websites. This course includes designing to meet web standards, including accessibility, usability, and workflow for web design.

MISY 4340 Electronic Commerce Management
3 Semester Credit Hours (3 Lecture Hours)
A broad overview of electronic commerce topics as they relate to various users. General coverage includes electronic commerce history, opportunities, limitations, and risks. Technical discussions include the internet, intranets, extranets, firewalls, security, protocols, servers, and browsers.

MISY 4341 Management of Healthcare Information Systems
3 Semester Credit Hours (3 Lecture Hours)
This course provides an overview of the knowledge and skills required to manage information for organizations related to healthcare. The course specifically focuses on the practice of acquiring, analyzing and protecting digital and traditional medical information vital to providing quality patient care. Some of the topics that are covered include: evolution of health care information systems (HCIS), components and basic HCIS functions, technology infrastructure for healthcare organizations, basic concepts such as electronic health records (HER), health information exchange (HIE), computerized physician order entry (CPOE), clinical decision support systems (CDSS), hospital incident command systems (HICS) and standards such as HIPPA, HL7, and digital imaging and communications in medicine (DICOM). Other topics include strategic information systems planning for healthcare organizations, systems analysis and project management, information security and privacy issues, and the roles of HCIS professionals in health organizations.
Prerequisite: MISY 3310.

MISY 4345 Information Security and Privacy in Healthcare
3 Semester Credit Hours (3 Lecture Hours)
This course provides an overview of the knowledge and skills required to manage information privacy and security for organizations related to healthcare. It focuses on best practices for healthcare information security and privacy with detailed coverage of essential topics such as: information governance, roles and occupations, risk assessment and management, incident response, patient rights, healthcare responsibilities, cyberattacks and cybersecurity. Topics also include relevant laws and regulations and other aspects of information security and privacy, with emphasis on real-life scenarios in clinical practices and business operations in healthcare. Course
Prerequisite: MISY 3310.
MISY 4350  Business Intelligence and Analytics  
3 Semester Credit Hours (3 Lecture Hours)  
Overview of important concepts of business intelligence, and the use of analytics, technologies, applications and processes used by organizations to gain data-driven insights. These insights and predictions can be used to aid decision-making and performance management across functional areas, including marketing, operations, and finance. Students will learn to extract and manipulate data, and create reports, scorecards and dashboards, including mobile apps. ONLY Juniors or Post-Baccalaureate or Seniors for MISY 4350

MISY 4365  Data Warehousing and Data Mining for Business Intelligence  
3 Semester Credit Hours (3 Lecture Hours)  
In the information age, organizations can and do collect massive amounts of data. Yet organizations are often "data rich" but "information and knowledge poor". This course is designed to prepare business professionals who, by using analytical methods and data mining and data visualization tools will be able to harness the potential of data by extracting business intelligence that can be used to improve decisions and operations at various points in the value chain.  
Prerequisite: MISY 2305, 3330 and ORMS 3310.

MISY 4366  Data Analytics for Healthcare Management  
3 Semester Credit Hours (3 Lecture Hours)  
The goal of this course is to prepare business professionals to extract business intelligence to improve decisions and operations in organizations, especially in the healthcare industry, at various points in the value chain. Data mining methods covered include multiple linear regression, k-nearest neighbor, classification and regression trees, logistic regression, discriminant analysis, artificial neural networks, association rules, cluster analysis and text mining. Areas in healthcare include healthcare market basket analysis, churn analysis for hospitals and insurance companies, health insurance fraud detection, readmission assessment, personalization of treatment regimen, patient risk management and performance-based payment analysis. Students should have a background in database and statistics. The focus will be less on statistical mathematics and more on the application of data mining methods using software tools.  
Prerequisite: (MISY 2305, 3330, ORMS 3310 and MISY 4341).

MISY 4375  IT Project Management  
3 Semester Credit Hours (3 Lecture Hours)  
This course covers issues related to managing projects in organizations. The course focuses on the management of projects and working as a team. Students are expected to draw on materials from other management information system courses, especially the System Analysis and Design, and Database Management courses.  
Prerequisite: MISY 3330.

MISY 4390  Current Topics in Management Information Systems  
1-3 Semester Credit Hours (1-3 Lecture Hours)  
Selected topics for special study related to management information systems.

MISY 4396  Directed Individual Study  
1-3 Semester Credit Hours  
Individual supervised study and a final report.

MISY 4398  Internship in Management Information Systems  
1-3 Semester Credit Hours  
Supervised practical experience in business computer systems.