

Information Systems Management Undergraduate Certificate (30 credits)

Eng 352 - Technical Writing. An advanced writing course. Combines current theory with actual practice to prepare students as technical writers. Analyze complex communication situations and design appropriate responses through tasks that involve problem solving, rhetorical theory, document design, oral presentations, writing teams, audience awareness, ethical considerations, and gender equity issues.

IT 101- Introduction to Information Technology I. Overview of emerging information technologies and the principles behind these developments. Discusses applications developed around the evolving Internet infrastructure and their impact on business, information technology professionals and society. Covers topics such as multimedia systems and standards, distributed and network computing, e-commerce and data management in the context of problem solving and programming which are integrated into the course using a modern development environment. This course is a pre-requisite to all courses.

IT 120 Networking Essentials. Introduction to the fundamentals of networking technology. Topics include: TCP/IP architecture and protocols, LAN topology, IP addressing and routing, host configuration, wireless networking, domain authentication and resource sharing. Modern, multi-operating system environments will be studied. Lectures will be augmented with hands-on exercises that facilitate student understanding.

IT 201 - Information Design Techniques. Presents an introduction to the theory and practice of information design. Topics covered include the theoretical foundations of information design, graphic design, content design, interaction design, usability, multimedia design, sound and video, animation, and an introduction to 3D modeling.

IT 202 - Internet and Applications. This course covers Internet applications and concepts from client/server programming to 3-tier architectures. HTML is introduced for information layout and transfer, as well as, JavaScript, including elements of the Document Object Model, and basic HTTP. XML, DTD's and Cascading Style Sheets illustrate methods for exchanging, structuring and presenting information. A database (like MS Access), SQL, and a server-side language (like JSP) are used to implement 3-tier applications.

IT 310 - E-commerce Technology. An overview of the technologies relevant to electronic commerce. Communications and networking, web authoring tools, system security, databases and archiving, EDI, transaction processing, and factory/warehouse data networks. Provides competency to appraise tools such as HTTP servers, secure transaction software and firewalls, low and high-end database systems, heterogeneous networks, NNTP Servers, client software, procurement systems, and intelligent agents. Covers e-commerce models including agent-based and Java-based, electronic contracts and the electronic exchange of technical data, electronic cash systems and user security.

HRM 301 - Organizational Behavior. A foundation course in individual and group behavior in organizations. Processes such as perception, motivation and leadership are examined with a focus on issues central to technology-based organizations (innovation, creativity, managing technical professionals).

MGMT 380 - Principles of E-Commerce. This course is designed to provide an overview of electronic commerce technologies, e-commerce strategies and their implications for work organizations. The course focuses on how the Internet has transformed business and the emergence of the digital firm.

MIS 245 - Introduction to Management Information Systems. Concepts of information systems, business process, hardware, software, systems analysis, e-commerce, enterprise systems and computer applications in organizations, techniques of systems analysis, systems designs, implementations, and information management (both technical and behavioral) are studied in the organizational context of management information needs.

MRKT 330 - Principles of Marketing. Fundamentals of marketing in a global context are covered using lectures, cases and class projects. Topics include product management, buying behavior, segmentation, total quality management, and social responsibility.