INFORMATION SYSTEMS (BUSINESS) - ISB

ISB 101 Management Technology 3 Credits
Introduction to information systems, hardware and software; information systems concepts in business; telecommunications; Ecommerce; enterprise systems; ethics, crime and security. Hands-on development of business applications.
Offered: every fall & spring.

ISB 205 Data Analytics Intro 3 Credits
Students are introduced to data analytics and software to support organizational decision making. (Counts as marketing elective).
Offered: occasionally.

ISB 305 Strategic Modeling & System Dynamics 3 Credits
Strategic modeling uses computer simulations and other modeling techniques to understand business, environmental, and public policy problems. This course provides an introduction to systems thinking and system dynamics. “Systems thinking” is a way of viewing the world, understanding relationships and gaining insights into problems and opportunities. Viewing the world from a system perspective is an imperative for tomorrow’s leaders since solving complex, social problems involves an interdisciplinary approach. Modeling will be used to cover topics such as supply chains, inventory management, business growth, environmental sustainability, strategic management and various public policy issues.
Offered: occasionally.
Prerequisite: ISB 101.

ISB 340 Database Management Systems 3 Credits
Design and application of database management systems. Topics include structured query language (SQL), data structures, querying and report writing, database design and administration, data mining and security.
Prerequisite: ISB 101 or equivalent.
Offered: every fall.

ISB 350 Computer and Network Security 3 Credits
Digital (data) and voice networks; network hardware, software, security and protocols. Wired and wireless communication.
Prerequisite: ISB 101 or equivalent.
Offered: occasionally, offered fall 2016.

ISB 440 Marketing Data Analytics 3 Credits
This course covers big data and data analytics for business, data visualization, business intelligence (BI), data and text mining, Students learn to use data visualization, and data analytics software. Counts as Marketing elective.
Prerequisite: ISB 101 or equivalent.
Offered: occasionally.

ISB 455 ECommerce 3 Credits
Fundamentals of E-commerce applications and technologies. Interactive website and or consumer shopping e-commerce design and development. Counts as Marketing elective.
Prerequisite: ISB 340.
Offered: occasionally.

ISB 460 Computer Forensics 3 Credits
Introducing forensics tools to investigate computers, networks, Internet activities, Email, cell phones and other digital media devices to recover electronic evidence, even if deleted. Skills to investigate crimes involving computers or Internet.
Prerequisite: ISB 101 or equivalent.
Offered: every spring, online only.