

# The Technology and Information Management Major Goals

August 2001

The purpose of technology and information management major is to provide a combination of business and technology courses to enable the learner to serve in a managerial and leadership capacity while working with computer specialists, programmers, managers, end-users and clients. A learner who has successfully completed a technology and information management major at Upper Iowa University will be expected to:

1. Demonstrate an understanding of management concepts and their application in businesses of all types, from entrepreneurship to corporations. This ability will be developed through the successful completion of the following courses.

BA 210	Management Principles
BA 201	Accounting Principles I
BA 202	Accounting Principles II
BA 208	Marketing Principles
BA 488	Economics of International Business
BA 302	Business Law I
BA 303	Business Law II

2. Demonstrate an understanding of the economic environment and policies, and the ability to use financial principles in business settings. This ability will be developed through the successful completion of the following courses.

BA 210	Management Principles
BA 201	Accounting Principles I
BA 202	Accounting Principles II
BA 488	Economics of International Business
BA 341	Corporate Financial Management
BA 211	Macroeconomic Principles
BA 212	Microeconomic Principles

3. Demonstrate an understanding of and ability to apply quantitative tools and techniques commonly utilized to support business decision-making. This ability will be developed through the successful completion of the following courses.

BA 210	Management Principles
BA 201	Macroeconomic Principles
BA 202	Microeconomic Principles
BA 341	Corporate Financial Management
MATH 109	Quantitative Methods
MATH 220	Elementary Statistics
MIS 267	Computer Applications

4. Demonstrate an understanding of marketing concepts and their application in businesses of all types, from entrepreneurships to corporations. This ability will be developed through the successful completion of the following course.

BA 208	Marketing Principles
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5. Demonstrate a global view of business, including the impact of international differences on marketing management, economic and business operations. This ability will be developed through the successful completion of the following courses.

BA 210          Management Principles  
BA 488          Economics of International Business

6. Demonstrate an understanding of the communication skills necessary to convey technical information and manage others in the resolution of technical problems. This ability will be developed through the successful completion of the following courses.

BA/MIS 222    Management Information Systems  
MIS 302        Principles of Systems Analysis  
MIS 388        Telecommunications and Networks  
MIS 415        Database Management  
MIS 435        Information Systems Strategies  
MIS 360        Project Management

7. Demonstrate an understanding of terms, theories and trends in technology and information management. This ability will be developed through the successful completion of the following course.

BA/MIS 222    Management Information Systems

8. Demonstrate inductive and deductive reasoning to identify and analyze information, technology and systems problems for businesses or organizations. This ability will be developed through the successful completion of the following courses

BA/MIS 222    Management Information Systems  
MIS 302        Principles of Systems Analysis  
MIS 388        Telecommunications and Networks  
MIS 415        Database Management  
MIS 435        Information Systems Strategies  
MIS 360        Project Management

9. Demonstrate an understanding of the use of computers and modern technology to store, manipulate, quantify and /or communicate information. This ability will be developed through the successful completion of the following courses

BA/MIS 222    Management Information Systems  
MIS 302        Principles of Systems Analysis  
MIS 388        Telecommunications and Networks  
MIS 415        Database Management  
MIS 435        Information Systems Strategies  
MIS 360        Project Management

10. Demonstrate an understanding of the transformation of data into information. This ability will be developed through the successful completion of the following courses.

BA/MIS 222    Management Information Systems  
MIS 302        Principles of Systems Analysis  
MIS 388        Telecommunications and Networks  
MIS 415        Database Management  
MIS 435        Information Systems Strategies  
MIS 360        Project Management