Management Information Systems, B.S.B.A.

Mission Statement

The mission of the College of Business is to provide a high quality, student-oriented, educational experience to baccalaureate and master's degree business students primarily from the Northwest Florida region. With a focused priority on teaching excellence, supported by scholarship and service, the College of Business prepares students for success in business and society and contributes to the advancement of the educational and economic development of Northwest Florida.

Student Learning Outcomes

MIS graduates should be able to do the following:

Content

- Correctly use terminology and concepts in the major areas of business: Information Technology, Marketing, Management, Economics, Accounting, Finance.
- Design, develop, and implement information technology based solutions for business problems.

Critical Thinking

- Identify and analyze key elements that comprise business problems/opportunities.
- Select and apply appropriate discipline frameworks to address business problems/opportunities.
- Select and apply appropriate problem solving techniques to address business problems.
- Integrate knowledge across business disciplines to formulate defensible strategic business decisions.

Communication

- Create and deliver effective oral presentations.
- Develop effective written presentations.
- Contribute effectively to group discussions.

Integrity/Values

- Recognize legal and ethical problems that occur in business contexts.
- Select and defend an appropriate ethical and legal course of action

Assessment of Student Learning Outcomes

In the Management Information Systems major, you will demonstrate specific knowledge and skills through quizzes, examinations, projects, and other assignments throughout the undergraduate program. For example, in the core BSBA course Strategic Management, you will be given an opportunity to demonstrate your academic accomplishments in a standard format through the production of a substantial case analysis. In the Management Information Systems specialization course Decision Support Systems, you will have the opportunity to showcase your academic accomplishments through the production of an independent decision support system to support the needs of a decision maker. In most courses, you will have quizzes and examinations on the knowledge and skills covered in the respective courses.

Job Prospects for Management Information Systems Graduates

- Business Analyst
- Systems Analyst
- Programmer Analyst
- Web Site Manager
- Business Software Developer
- E-Commerce Analyst
- Database Analyst
- Computer Support Specialist
- Database Programmer
- End User Computing Support
- Specialist
- Database Designer
- Business Information Analyst

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