



# Information Systems

## College of Business Administration

Information Systems (IS) study is concerned with the planning, analysis, design and implementation of information systems that employ technologies such as computer networks and database applications. Students develop and use computer-based information systems in business environments in preparation for careers in information technology related areas. Students in this program need to possess strong mathematics and logical reasoning skills. High school students planning collegiate programs in business, including information systems, should include advanced algebra/trigonometry or pre-calculus courses in their high school program.

### Undergraduate Program

#### Major:

- Information Systems

#### Minor:

- Information Systems

### Department Features

The Information Systems department is the newest department in the CBA, starting in September 1999. The program serves about 72 majors and 15 minors and has been very active recruiting new faculty who serve as advisers for students. Our faculty continuously evaluates the curriculum to maintain a cutting-edge program that meets students' and the profession's needs. The IS department is housed in the renovated Wing Technology Center.

The IS faculty collaborate with the Computer Science Department to deliver a curriculum balanced between computer science education and business management. The program is designed to achieve a healthy balance between management knowledge and computer skills. With solid coursework in the computer science area before entering the professional portion of the program, students will have acquired a technical foundation on which they develop strong abilities to solve business problems.

Students complete courses in computer programming languages, systems analysis, design and implementation, data communications, information security management, and e-commerce.

Like all other business programs, IS students will complete an extensive array of courses in liberal arts and science, including courses in communication, humanities, multicultural issues and social sciences. A core of business courses in economics, accountancy, management, marketing and financial management principles is also required of all IS majors.

The vast majority of IS majors participate in an internship experience in their junior or senior year. IS internships are worth university credit that applies to the major program. Almost all IS internships are paid and many lead directly to employment with the firm upon graduation.

Designed to enhance any student's problem solving ability using information systems, a minor in this area is also available to business and non-business majors alike.

### Sample Courses

- Software Design I & II
- Introduction to the Programming Language
- Introduction to Database Management Systems

- Management Information Systems: Analysis and Design
- Management Information Systems: Design and Implementation
- Business Choices and Telecommunication Decisions

### Career Opportunities

Typical starting position titles for new graduates are listed below.

- Computer Programmer/Analyst
- End User Consultant
- Software Tester
- Web Designer/Developer
- Database Programmer
- Microcomputer Specialist
- Network Administrator

Graduates can expect to initially assume positions as programmers/analysts and eventually systems analysts and information systems managers in businesses of all sizes. Employers nationally have an unmet need for new employees with skills in information technology. Projections indicate that the demand for this skill set will persist into the future. Placement has been almost 100% over the years, with higher than average starting salaries.

#### Accreditation

The College of Business Administration is accredited by the AACSB International, The Association to Advance Collegiate Schools of Business. The accreditation, by this premier association, is shared by only 25% of

business programs nationally. Our membership is a sign to students and employers of the program's high quality faculty, students, administration and instructional resources.

## Occupational Outlook

Information systems experts will enjoy dynamic career opportunities in work that is challenging, where innovation and initiative are valued and rewarded. There is real flexibility in careers where graduates have specialized in systems engineering, sales, technical delivery, marketing and communications, customer service, operations and human resources.

For the past several years, graduates in information systems have been in high demand from every type of industry... financial planning, health care, manufacturing, consumer research and behavior, government and education.

The following is advice imparted to students at a recent panel discussion of employers and career service professionals:

- To be successful in your career, you must become specialized in some technology area, but also have sufficient knowledge about business.
- There is no long-term employment in the IS profession; one must know how to develop and retrain himself or herself continuously.
- It is absolutely essential to have sound communication skills.
- Solid performance in computer technology courses will be your ticket to decent jobs.
- Become ready to join e-commerce; there will be a long-term demand for system integration technologies in this context.

### Employers of UW-L Information System Graduates

- Alliant Energy
- Bank One
- Benchmark Electronics
- Best Buy

- Brady Corporation
- Cargill Co.
- Case Corporation
- Dairyland Power
- Epic Systems
- Fastenal
- FDIC
- Fleming Companies
- Gundersen Lutheran Medical Center
- Honeywell
- Johnson Controls
- Kwik Trip
- Land's End
- 3M
- Navarre Corp.
- Norwest Bank/Wells Fargo
- Rayovac
- S.C. Johnson Wax
- Sentry Insurance Co.
- Strong Funds
- Snap-On Tools
- Trane Co.
- U.S. Government
- Wausau Insurance

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