What is Information Systems Management?
Our digital world has transformed almost every type of interaction. Think about it. Gaming, sharing pictures, buying and selling goods, viewing medical records, and education generates information. Whether referred to as Information Technology, Management Information Systems, or another term, this field is growing, lucrative, and demands skilled ISM individuals.

Why Study ISM?
Information systems transcends all business functions. Commerce takes place between businesses, suppliers, partners, or consumers—whether through email, websites, marketing, pay systems, intranet sites, digital applications and forms—there will be a place for professionals with ISM skills.

Majoring in ISM will equip you with the skills to gather information and use it to create strategic and effective solutions to problems. ISM is more than just computer systems—it includes practical business knowledge, communication, and interpersonal skills. Look at the various career titles to learn about opportunities. (inbound.business.wayne.edu/ism-career-opportunity)

Interesting Facts!
✓ Only 23% of organizations have an enterprise-wide Big Data strategy;
✓ Video traffic makes up 57% of all consumer internet traffic;
✓ Artificial Intelligence will replace 16% of American jobs by the end of the decade;
✓ By 2020 there will be 5,247GB of data for every person on the planet; by 2025 it will exceed 21TB
✓ 50% of mobile users will abandon a web page if it takes longer than 10 seconds to load;
✓ Marketing technology spending is higher than advertising spend

KEEP IN MIND
Mike Ilitch School of Business at Wayne State University
- Fully accredited by the Association to Advance Collegiate Schools of Business (AACSB)
- Undergraduate majors include accounting, finance, global supply chain management, information systems management, management and marketing
- Academic support in accounting is offered in the Accounting Tutoring Lab on the main campus
- Offers students the opportunity to double major and/or apply for admission to the Mike Ilitch School of Business Honors Program
- Maintains a $500,000 merit and need-based scholarship program
- Dedicated career support for business students and alumni through the school’s Career Planning and Placement Office

ilitchbusiness.wayne.edu
Content manager
Paid search analyst
SEO specialist
Social media specialist
User experience designer
Web designer / developer

Student organizations offer great opportunities to develop new friendships, gain leadership experience, and network with others. For general information, visit ilitchbusiness.wayne.edu or for the ISM student organization visit …inbound.business.wayne.edu/to.

As an information systems management student, you can complete your major course requirements in a variety of locations. Explore WSU’s main campus in Midtown Detroit or extension centers offering ISM courses.

The ISM field is experiencing growth as firms expand their businesses into digital platforms. This leads to demand for professionals who can develop and maintain leading-edge information systems delivering competitive advantage for firms. Explore your career options as an IIT Specialist or as an Enterprise Analyst.

To earn your information systems management major, please select 2 courses from the Core, 3 courses from the Track, and 1 from the Capstone. Additional information can be found at https://ilitchbusiness.wayne.edu/info-systems/courses.php http://inbound.business.wayne.edu/

**MAJOR CLASSES**

**CORE**: (2 courses)
- ISM 5992: Database Systems
- ISM 4575: IT Security
- ISM 5570: Data Mining / Analytics
- ISM 5860: Data Communications

**TRACK**: Either Inbound Specialist or Enterprise Analyst
- Inbound (IIT) Specialist (3 courses)
  - ISM 5705: Inbound Information Technology
  - ISM 5994: Software Tools for Business Applications
  - ISM 5670: Digital Video Creation and Analytics
  - ISM 5670: Information Visualization / SNA

- Enterprise Analyst (3 courses)
  - ISM 5520: Systems Analysis & Design
  - ISM 5560: CRM
  - ISM 5900: Project Management
  - ISM 5200: ERP Systems

**CAPSTONE**: (1 course)
- ISM 6997: Information Systems Policy & Management

**ADDITIONAL**:
- ISM 4900: Directed Study in ISM
- ISM 5890: Internship in Information Systems

* Earn Industry Certifications:
  - http://inbound.business.wayne.edu/ism/certifications

**STARTING YOUR CAREER**

**National annual median salaries for EXPERIENCED professionals**
- EA - Business analyst, IT*: $67,527
- EA - Computer support specialist*: $54,470
- EA - Database developer*: $74,185
- EA - Information systems analysts*: $56,651
- EA - Project Manager (IT)*: $85,992
- EA - Content Manager*: $53,914
- IIT - Paid search analyst*: $43,857
- IIT - SEO Specialist*: $40,047
- IIT - Web designer / developers*: $64,970


Speak to an Ilitch School of Business Career Planning and Placement advisor for specific salary information.

**CAREER TITLES**

Information systems management career titles can include:

- **IIT Specialists**
  - Content manager
  - Paid search analyst
  - SEO specialist
  - Social media specialist
  - User experience designer
  - Web designer / developer

- **Enterprise Analyst**
  - Business analyst
  - Computer support specialist
  - Database developer
  - Information systems analyst
  - Project manager
  - Systems analyst

**APPLY TODAY**

As you consider your future, you are bound to have questions. For academic counseling, an application, and/or admission consideration please contact:

Mike Ilitch School of Business
Wayne State University
Office of Undergraduate Student Services
5201 Cass Avenue, 200 Prentis Building
Detroit, MI 48202
313-577-4505 or 800-910-EARN businessinfo@wayne.edu