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 Bid 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

AACSB ACCREDITED

ilitchbusiness.wayne.edu

INFORMATION SYSTEMS MANAGEMENT

WAYNE STATE

Mike Ilitch School of Business

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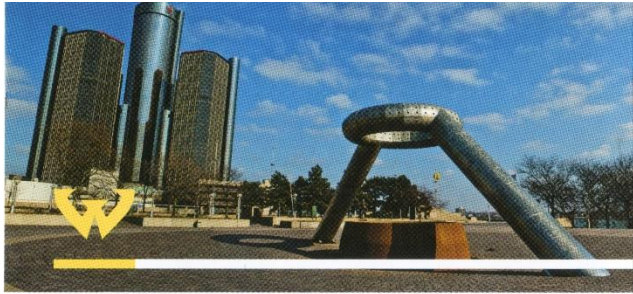
MAJOR CLASSES

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/

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 5820: 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

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*. (inbound.business.wayne.edu/career-opportunity)

National annual median salaries for EXPERIENCED professionals[1]

EA - Business analyst, IT[2]	$67,527
EA - Computer support specialists[1]	$54,470
EA - Database developer[1]	$74,185
EA - Information systems analysts[2]	$56,651
EA - Project Manager (IT)[2]	$85,992
IIT - Content Manager[2]	$53,914
IIT - Paid search analyst[2]	$43,657
IIT - SEO Specialist[2]	$40,047
IIT - Web designer / developers[1]	$64,970

[1] Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook, 2016-17 Edition*

[2] PayScale Human. Capital., 2017 http://www.payscale.com/

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

STUDENT NETWORKING

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/ito.

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

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.

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 at 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