4. Please list any prerequisites: _____

5. When will this course first be offered? _____ Fall 2010 _____

Request for Curriculum Council Action

Course Catalog Description and Written Rationale

for

Course Catalog Description:

Application of information systems (IS) for competitive advantage. Students learn to apply management concepts to understand threats posed by and opportunities offered through the effective use of IS. Students will develop advanced competency in understanding various technologies and their effective uses. Discussions focus on companies such as Google, Netflix & Facebook.

Written Rationale:

Foundations of Information Systems was taught in the Fall of 2009 as a Special Topics seminar, cross listed as seminar in Marketing and Management (BUS 339/349 - Foundations of Digital Enterprises and Markets). This request to establish the course topic as a standing course is meant to ease advising and student planning to increase the transparency for the Marketing and Management concentration within the Business Administration major.

Foundations of Information Systems provides an understanding of and skills related to Information Systems suitable for all students, regardless of major. The foundation course is

recommend the class to another student. The importance of the class for their business

• I found all of the case write-ups to be very interesting, and wished we had more things