What is information systems management?
Our digital world has transformed almost every type of interaction. Think about it: Information is generated from gaming, sharing pictures, buying and selling goods, viewing medical records, and education. 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 transcend all business functions. Wherever 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.

Interesting facts
- 45% of companies are using some form of CRM
- Video makes up 57% of 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 webpage if it takes longer than 10 seconds to load
- 80% of CEOs report that data mining and analytics are strategically important to their organization
- 74% of CEOs think technology will change competition in their industry over the next five years
MAJOR CLASSES

Foundation courses (choose two)
ISM 5992 .................. Database Systems
ISM 5570 .................. Data Mining and Analytics
ISM 4575 .................. IT Security
ISM 5860 .................. Data Communications & Networks

Specialization courses
Choose three courses from one of the following two tracks.

Inbound information technology (IIT) specialist
ISM 5705 .................. Inbound Information Technology
ISM 5200 .................. Software Tools for Business Applications
ISM 5530 .................. Special Topics Digital Video Creation and Analytics Information Visualization / SNA

Enterprise architecture (EA) analyst
ISM 5560 .................. Survey of e-Commerce
ISM 5900 .................. Project Management
ISM 5200 .................. ERP Systems
ISM 5820 .................. Systems Analysis & Design: Concepts & Practices

Capstone (required)
ISM 6997 .................. Information Systems Policy & Management
ISM 4900 .................. Directed Study in ISM
ISM 5890 .................. Internship in Information Systems

CERTIFICATIONS
As an ISM student, your coursework will prepare you to take external certification exams, which will provide an additional way to demonstrate your mastery of ISM tools and techniques — and look great on your resume.

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.

National 2016 median annual salaries for EXPERIENCED professionals*

IIT specialists
Content manager ........................................... $53,914
Paid search analyst ........................................ $43,657
SEO specialist ................................................. $40,047
Web designer/developer .................................. $64,970

EA analysts
Business analyst, IT ...................................... $67,527
Computer support specialist ........................... $54,470
Database developer ........................................ $74,185
Information systems analyst ............................ $56,651
Project manager (IT) ........................................ $85,992


Speak to an Ilitch School career planning and placement advisor for state-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 analysts
- Business analyst
- Computer support specialist
- Database developer
- Information systems analyst
- Project manager
- Systems analyst

CAMPUS OPTIONS
As an information systems management major, you can complete your major requirements online, at WSU’s main campus in Midtown Detroit or at any WSU satellite campus offering the required classes.

APPLY TODAY
As you consider your future, you’re bound to have questions. For academic counseling, an application and admission consideration, contact:

Mike Ilitch School of Business at Wayne State University
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businessinfo@wayne.edu
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