

# CTS 115 Information Systems Business Concepts

## **COURSE DESCRIPTION:**

Prerequisites: None

Corequisites: None

The course introduces the role of IT in managing business processes and the need for business process and IT alignment. Emphasis is placed on industry need for understanding business challenges and developing/managing information systems to contribute to the decision making process based on these challenges. Upon completion, students should be able to demonstrate knowledge of the 'hybrid business manager' and the potential offered by new technology and systems.

Course Hours per Week: Class, 3. Semester Hours Credit, 3.

## **LEARNING OUTCOMES:**

Upon completing requirements for this course, the student will be able to:

1. Identify the relationship between the business objectives and the IT requirements of an enterprise.
2. Identify attributes that make up a "hybrid business manager."
3. Assess the role of technology options for managing business processes.

## **OUTLINE OF INSTRUCTION:**

- I. Business Driven Technology
- II. Identifying Competitive Advantages
- III. Measuring the Success of Strategic Initiatives
- IV. Enabling the Organization – Decision Making
- V. EBusiness
- VI. Creating Collaborative Partnerships (Web 2.0, Business 2.0, Web 3.0)
- VII. Managing Organizational Projects
- VIII. Developing Software to Streamline Operations
- IX. Valuing and Storing Organizational Information – Databases
- X. Accessing Organizational Information - Data Warehouses
- XI. Building a Customer-Centric Organization – Customer Relationship Management
- XII. Integrating the Organization from End to End – Enterprise Resource Planning
- XIII. Information Security
- XIV. Understanding Data's Impact on Business
- XV. Machine Learning and Artificial Intelligence

## **REQUIRED TEXTBOOK AND MATERIAL:**

The textbook and other instructional material will be determined by the instructor.