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Request for Curriculum Council Action

TO: Zahia Drici, Associate Dean of Curriculum

DATE SUBMITTED: 01/27/2010

(Please submit 1 double-sided copy of your proposal)

FROM: (Name) Sascha Vitzthum (Department) Business Administration

1. Proposed Action (Please check all that apply):

	Title	Number	Units
<input checked="" type="checkbox"/> New Course (No Gen Ed)	Foundations of Information Systems	/ 220	/ 1
<input type="checkbox"/> New Course (Gen Ed)		/	/
<input type="checkbox"/> Gen Ed for Existing Course:		/	/
<input type="checkbox"/> Deletion		/	/
<input type="checkbox"/> Change title from		/	/
to		/	/
<input type="checkbox"/> Change number from		/	/
to		/	/
<input type="checkbox"/> May Term Course		/	/
<input type="checkbox"/> New Major/Minor			
<input type="checkbox"/> Revised Major/Minor			
<input type="checkbox"/> Other		/	/

2a. Please check the category, if any, for which you are requesting General Education unit credit:

- | | | |
|---|--|--|
| <input type="checkbox"/> Analysis of Values | <input type="checkbox"/> Gateway Colloquium | <input type="checkbox"/> Life Science Lab |
| <input type="checkbox"/> The Arts | <input type="checkbox"/> Intellectual Traditions | <input type="checkbox"/> Physical Science Issues |
| <input type="checkbox"/> Contemporary Social Institutions | <input type="checkbox"/> Literature | <input type="checkbox"/> Physical Science Lab |
| <input type="checkbox"/> Cultural and Historical Change | <input type="checkbox"/> Second Language | <input type="checkbox"/> Physical Education |
| <input type="checkbox"/> Formal Reasoning | <input type="checkbox"/> Life Science Issues | <input type="checkbox"/> Fitness |

2b. Please check the flag(s), if any, you are seeking:

- Writing Intensive Global Diversity U.S. Diversity

2c. In what way will you assess how this course has met the goals of the Gen Ed category and/or flag(s) for which you are applying?

3. Please insert here the proposed catalog course description. Course descriptions should be limited to no more than 50 words, not counting (a) title; (b) prerequisites; (c) General Education category; and (d) when offered.

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.

4. Please list any prerequisites: _____

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

6. Please indicate how often course is offered. Check only the single item that best describes this course. Because these are the only intervals used in the University Catalog, please do not edit or alter the list to fit a particular course. For example, if your course is offered every third year—an interval that does not appear in the Catalog—you might choose "Offered as needed" or "Offered occasionally" instead.

- | | |
|--|---|
| <input type="checkbox"/> Offered each semester | <input type="checkbox"/> Offered in alternate years, Spring |
| <input type="checkbox"/> Offered each Fall Term | <input type="checkbox"/> Offered in alternate years, May Term |
| <input type="checkbox"/> Offered each spring | <input checked="" type="checkbox"/> Offered annually |
| <input type="checkbox"/> Offered each May Term | <input type="checkbox"/> Offered every third semester |
| <input type="checkbox"/> Offered each semester and May Term | <input type="checkbox"/> Offered as needed |
| <input type="checkbox"/> Offered occasionally | <input type="checkbox"/> Offered on request |
| <input type="checkbox"/> Offered in alternate years | <input type="checkbox"/> Offered by arrangement |
| <input type="checkbox"/> Offered in alternate years, Fall Term | |

7. Is/are any other department(s) affected in any way by this request (e.g., course is cross-listed, team-taught, etc.)?
 No. Yes. In what way?

Signature of the Head(s) of the Affected Department(s), School(s) or Program(s)

8. **WRITTEN RATIONALES:** If this proposal presents a new course (whether for General Education credit or not), an existing course for which General Education credit is now being sought, a May Term course, or a new major, minor or concentration, please attach a written rationale, following the guidelines found in the *Curriculum Development Handbook*. Please note that CC cannot evaluate incomplete proposals, so to expedite consideration of your submission, you are encouraged to read and follow the guidelines carefully.

9. The Curriculum Council assumes that the faculty members of your department have seen and approved of this request. Please sign below if this assumption is correct:

Sessica Gibbley

Signature of Faculty Member Primarily Responsible for This Proposal

R. A. He

Signature of the Head of the Department, School or Program

Request for Curriculum Council Action
Course Catalog Description and Written Rationale
for

New Course: BUS 220 Foundations of Information Systems

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 regularly taught in general business administration curricula and is a core course for all IS programs.¹ The last external review (2007) of the IWU business administration curriculum noted the absence of IS courses and strongly recommended adding IS courses based on the analysis of our peer schools (Bellarmino, Susquehanna, Millikin, Millsaps etc.) and the demand by future employers for an exposure to IS as part of an adequate business education. Hence the interest of the business administration faculty is high because the proposed course would offer IWU students a learning opportunity that is commonly available in the majority of undergraduate Business Administration programs.

Taught as a special topics seminar in 2009, the course was well received by the students. Out of the 23 students enrolled in the class, 19 strongly agreed and 3 agreed that they would

¹ For a selective list of undergraduate Information Systems programs please visit <http://apps.aisnet.org/isprograms/programlisting.asp?undergraduate=true&Country=USA>

recommend the class to another student. The importance of the class for their business education was also reflected in their qualitative course evaluations:

- *I found all of the case write-ups to be very interesting, and wished we had more things like that. Coming into this class I knew very little about technology and found this course to be a great start. Going into interviews this year I felt much more confident knowing technology concepts and terms”.*
- *The course design was well planned and well thought out. I thought ALL the case write-ups were helpful and kept us up to date on how technology relates with business. Good introduction course to how technology dominates the business world.*
- *I really enjoyed this course and am happy that I took it. I learned a lot about IT and am happy that IWU offered a course that focused on this subject.*
- *I learned much more information than I thought I would and learned so much more on subjects I thought I had a good grasp on. It was very worthwhile and I hope that IWU incorporates a technology division in the business department in the near future.*

Sascha Vitzthum would continue to teach the class, and because the course was already taught in the current academic year, the requested change would have limited impact on other course offerings and department staffing. Establishing BUS 220 as a standing course would not result in the deletion of any course. The 200-level is appropriate for this course because it both serves as an introductory course to both business administration and IS. The only prerequisite for this course is second semester standing.

This course will not require new library, computer or media resources.