

Information Systems, B.B.A.

Program Description

The BBA degree with a major in information systems (IS) produces students who know how to apply technology as a driver of business strategy. This requires students to have strong technology skills, a clear understanding of business strategy, processes, and environment, and ultimately an ability to envision and apply technology solutions in a business environment. Students earning a BBA with a major in information systems understand web and application development in the context of the business environment. Graduates have capabilities in systems analysis and design, database management, and IT project management. Students also have the opportunity to consider information systems strategy in the global environment and bring everything together into an IS capstone course. The program of study includes general business courses, and business topics are integrated into many IS courses. The BBA in IS provides students with flexible elective options. Elective courses focus on cutting-edge IT topics such as data mining and business intelligence.

Students completing the BBA with a major in IS may choose to pursue graduate studies in IS, business, and related fields, or they may choose to begin careers in industry, government, or other agencies. Graduates of the IS program are prepared for a variety of careers in IS, especially in the design, implementation, and management of IT projects. Example job titles include application developer, application support, business analyst, business intelligence manager, client services analyst, database administrator, database analyst, information resource manager, IT consultant, programmer/analyst, project manager, quality assurance analyst, systems analyst, user support analyst, web developer, web page designer, and webmaster.



This program is a part of the Michael J. Coles College of Business.

Admission, Enrollment, and Graduation Policies

Admissions Requirements

Admission to Coles B.B.A programs is separate from Admissions to Kennesaw State University. Students must meet the program requirements, outlined below. In order to be able to take upper-division courses in Information Systems and graduate with an Information Systems B.B.A., students must successfully:

- Complete BUSA 2150: Professionalism I: Clarifying My Major and Career

- Meet the Coles College Sophomore GPA Requirement
- Be admitted to the Coles Undergraduate Professional Program. Admission to the Coles Undergraduate Professional Program is separate from admission to Kennesaw State University. In addition, all business majors must earn a grade of "C" or better in all business courses counted toward their degree.

View the special admission, progression, and graduation requirements of the Coles College of Business.

Graduation Requirements

Each student is expected to meet the requirements outlined in Academic Policies 5.0
PROGRAM REQUIREMENTS & GRADUATION.

Program Course Requirements

Core IMPACTS Curriculum (42 Credit Hours)

General Education Core IMPACTS Curriculum

Core Field of Study (18 Credit Hours)

Students must earn a "C" or better in these courses.

- ACCT 2101: Principles of Accounting I
- ACCT 2102: Principles of Accounting II
- ECON 2105: Principles of Macroeconomics
- ECON 2106: Principles of Microeconomics
- ECON 2300: Business Statistics
- IS 2200: Information Systems and Communication

Leadership and Career Program (0 Credit Hours)

- BUSA 2150: Professionalism I: Clarifying My Major and Career
- BUSA 3150: Professionalism II: Relevant Work Experience
- BUSA 4150: Professionalism III: Post-Graduate Success

Major Requirements (51 Credit Hours)

Students must earn a "C" or better in these courses.

Business Core (24 Credit Hours)

- BLAW 2200: Legal and Ethical Environment of Business

- MGT 3100: Management and Behavioral Sciences
- MKTG 3100: Principles of Marketing
- FIN 3100: Principles of Finance
- IS 3100: Information Systems Management
- MGT 3200: Operations Management
- ECON 3300: Applied Statistical and Optimization Models
- MGT 4199: Strategic Management

Major Field Required Courses (18 Credit Hours)

Data and Development Requirement (6 Credit Hours)

- IS 3020: Application Development I
- IS 3280: Data Management

Systems Analysis and Design Requirement (3 Credit Hours)

- IS 3060: Systems Analysis and Design

Strategic IS Management Requirement (6 Credit Hours)

- IS 3040: IS Infrastructure and Strategy
- IS 3220: Global IS Project Management

Experiential Learning Requirement (0 Credit Hours)

IS students must complete an approved experiential learning experience. This is fulfilled by completing an experience in the IS field and reflecting on it. Qualifying experiences must involve at least 40 hours of experiential activity. The experience can be completed by justifying your current job experience and taking IS 3397 for 0 credit hours, or taking a course for-credit such as IS 3397 or coop of 150+ field hours. Students can also take FTA 3890: Experiential Learning, any KSU-Approved study abroad program, IS 4000: IS Project Lab, or IS 4400: Directed Study for credit and enroll in IS 3397: Experiential Learning in Information Systems for 0 credit hours to complete the reflection component. If a course is selected for-credit it will apply to the Business Elective hours in your program of study. All experiences must be approved prior to enrolling in IS 3397. In this course you will complete the required reflection assignments.

- IS 3397: Experiential Learning in Information Systems

Capstone Project Requirement (3 Credit Hours)

IS students must complete a capstone project with a client. By default, IS 4880 fills this requirement. FinTech career path students can petition to have the FTA 3890 course count as their capstone requirement once they complete the three FinTech career path courses.

- FTA 3890: Experiential Learning
- IS 4880: IS Capstone Project

Major Electives (18 Credit Hours)

Students must earn a "C" or better in these courses.

Applied Development Elective Course (3 Credit Hours)

Select 3 credit hours from the following list of courses:

- IS 3260: Web Development I
- IS 3815: Blockchain for Business Students should choose this course if they plan to pursue the Financial Technology "FinTech" Track.
- IS 3920: Application Development II
- IS 4000: IS Project Lab
- IS 4490: Special Topics
- IS 4540: Data Mining

Major Field Elective Courses (6 Credit Hours)

Select 6 credit hours from any upper-division (3000–4000 level) courses with the IS, ISA, or FTA prefixes or any KSU-approved study abroad course. If choosing to take a course to fulfill the Experiential Learning requirement see the following options:

- FTA 3890: Experiential Learning
- any KSU-approved study abroad program
- IS research or honors project in a IS 4000: IS Project Lab or IS 4400: Directed Study

Design and Development General Track

The IS degree prepares all IS students to participate in the design and development of new information systems solutions. Students in this track may focus as they wish. Some may prefer more technical or more managerial options. Students are encouraged to complete internships and co-ops as well as to partner with faculty on research projects for applied learning. Honors students can honorize most courses by contacting the faculty member and making arrangements.

Financial Technology "FinTech" Track

This track enables students to focus on the FinTech sector and its related needs. These students take IS 3815 as their Applied Development option and the FTA 3810 and FTA 3860 as their major electives. Students who have successfully completed IS 3815, FTA 3810, and FTA 3860 or who can show they will have successfully completed these courses by the end of a current semester may petition the IS Program Coordinator to substitute FTA 3890: Experiential Learning instead of the IS 4880: IS Capstone Project required major course.

- IS 3815: Blockchain for Business
- FTA 3810: Payments Processing
- FTA 3860: Emerging Payments Technology

Related Studies (9 Credit Hours)

Select 9 credit hours of 3000–4000 level coursework from the following prefixes: ACCT, BLAW, BUSA, ECON, ENTR, FIN, FTA, HMG, INS, IS, ISA, MGT, MKTG, RE.

See a Coles Staff Advisor before taking MGT courses – some MGT courses cannot be used in Related Studies.

Program Total (120 Credit Hours)