

# INFORMATION TECHNOLOGY, BS

The Information Technology major prepares future managers and analysts to use information technology to help people and organizations perform more efficiently and effectively. As information technology spreads throughout an organization's structure, information managers interact with all the components of an organization. The IT major prepares students with the skills needed to analyze a range of organizational problems and provides them with knowledge of applications of computer and information technology. In consultation with their advisors, students are encouraged to use their elective courses to select an application track in a discipline that relies heavily on information technology. These tracks include business and management, biology, health care management, education, and nursing. IT major are encouraged to select a concentration in one of the following areas: Business, Financial Management, International Business or Marketing. Minors in Business, Entrepreneurship, Interactive Multimedia, Project Management or Sports Management or Project Management or Entrepreneurship are also available

## Requirements

Code	Title	Hours
<b>General Education Program</b>		
Writing (WR)		3
Quantitative Literacy (QR)		3-4
MAT-1105	College Algebra	
Oral Communications (OC)		3
Fitness/Health (FH)		2-3
Information, Technology & Media Literacy (ITML)		3
IT-1001	Computer Tools	
Religious Studies (RS)		3
Freshman Seminar (FS)		1
Humanistic & Creative Expression (HCE)		6
ENT-1777	Design Thinking and Innovation	
Natural & Physical World (NPW)		6-10
Philosophical, Ethical & Moral Dimensions (PEM)		6
BUS-2004	Corporate Social Responsibility in Film Career	3
Environment & Human Experience (SEH)		6
ECO-1201	Principles of Macroeconomics	
ENT-1001	Introduction to Entrepreneurship	
World Heritage & Global Perspectives (WHG)		6
<b>Information Technology Major</b>		
BUS-1001	Organization and Management	3
IT-1102	Multimedia Design	3
IT-1103	Computer-Based Information Systems	3
IT-1104	Programming I	3
IT-2201	Telecommunications and Networking	3
IT-2410	Web Design	3
IT-2510	Database Management Systems	3
IT-3101	Information Technology Law and Ethics	3
IT-3301	Project Management	3
IT-3310	Systems Analysis and Design	3

IT-3410	E-Commerce Integration	3
IT-3510	Data Structures	3
Select SIX IT or PM courses		18
IT-4998	Capstone Project	4
Liberal Arts ( <a href="https://catalog.sfc.edu/catalogue/general-information/academic-life/academic-policies/#liberalarts">https://catalog.sfc.edu/catalogue/general-information/academic-life/academic-policies/#liberalarts</a> ) <sup>2</sup>		18
<b>Total Hours</b>		<b>127-133</b>

<sup>1</sup> Must pass IT-4998 Capstone Project with a B or better.

<sup>2</sup> Students pursuing a Bachelor of Science degree must complete 1/2 of their degree credits (i.e. minimum 60 credits) from courses in the Liberal Arts category. For specific academic subjects, see here (<https://catalog.sfc.edu/catalogue/general-information/academic-life/academic-policies/#liberalarts>).

## Concentrations

### E-Commerce

The advent of the World Wide Web has revolutionized the process of domestic and international commerce in business-to-business and business-to-consumer relationships. The E-Commerce concentration is a multidisciplinary program that integrates courses from Information Technology and Marketing to introduce students to this new way of doing business and help them master skills that are used in its conduct.

Code	Title	Hours
Select four of the following courses:		12
BUS/PHI-3342	Business Ethics	
ENT-1001	Introduction to Entrepreneurship	
IT-1001	Computer Tools	
IT-1103	Computer-Based Information Systems	
IT-2410	Web Design	
IT-2510	Database Management Systems	
IT-3101	Information Technology Law and Ethics	
IT-3410	E-Commerce Integration	
MKT-3440	Digital Marketing	
BAN-3310	Production and Operations Management	
<b>Total Hours</b>		<b>12</b>

### Entrepreneurship

The Entrepreneurship concentration provides an opportunity for students to focus on entrepreneurship – the process of creating value through recognizing, developing opportunities and centers on developing the students' entrepreneurial mindset.

The entrepreneurial mindset complements all management and IT course studies by offering a means of putting theory and science into practice.

Code	Title	Hours
ENT-1001	Introduction to Entrepreneurship	3
ENT-2001	Entrepreneurial Marketing & New Product Innovation	3
Select one of the following courses:		3
ENT-3001	Entrepreneurial Finance	
FIN-3301	Principles of Finance	
MKT-3316	Merchandising	
Select one of the following courses:		3

ENT-3002	Social Entrepreneurship & Sustainable New Businesses	
BUS/PHI-3342	Business Ethics	
<b>Total Hours</b>		<b>12</b>

## Finance and Risk Management

The Finance concentration introduces students to several areas within the finance field. After successfully completing FIN-3301 Principles of Finance, students can select from several courses that provide exposure to various professions such as investment analysis, managerial finance, personal finance, and international finance.

Code	Title	Hours
Select four of the following courses:		12
BUS/PHI-3342	Business Ethics	
FIN-3302	Managerial Finance <sup>1</sup>	
FIN-3312	Investment Analysis <sup>1</sup>	
FIN/ECO-3334	Public Finance <sup>1</sup>	
FIN-3316	Personal Finance	
FIN-3317	Principles of Real Estate Finance	
FIN-3340	Insurance and Risk Management	
FIN-3420	International Finance	
FIN-3422	Financial Institutions Management	
FIN-4412	Portfolio Management <sup>1</sup>	
<b>Total Hours</b>		<b>12</b>

<sup>1</sup> May be taken as a Liberal Arts/Economics elective if registered with the corresponding ECO course.

## General Business

The General Business concentration is particularly suited to students interested in acquiring knowledge and skills on a broader array of management disciplines.

Code	Title	Hours
Select four of the following courses:		12
BUS-1204	Business and Society	
BUS-2001	Global Business	
BUS-2003	Changes in Corporate Culture & Your Career	
BUS-2205	Management of a Small Business	
BUS-2260	Business Writing: Jumpstart Your Career or WRI-2250 Business Communications	
BUS-4000	Business Research- Marketing	
BUS 4001-4099	Special Topics in Business	
BUS-4990	Internship in Business	
BUS-4995	Independent Study in Business	
ENT-1001	Introduction to Entrepreneurship	
Any ENT, FIN, HR, MKT or ORM 2000 level of higher course		
<b>Total Hours</b>		<b>12</b>

## Human Resources Management

Human Resources Management introduces students to the full spectrum of personnel management, including employee relations, organizational structure, compensation and benefit plan, appraisals, and labor relations.

Code	Title	Hours
Select four of the following courses:		12
BUS-2001	Global Business	
BUS-2003	Changes in Corporate Culture & Your Career	
BUS-2260	Business Writing: Jumpstart Your Career or WRI-2250 Business Communications	
BUS 4001-4099	Special Topics in Business	
BUS-4990	Internship in Business	
BUS-4995	Independent Study in Business	
HR-2204	Human Resources Management	
HR-3310	Organizational Behavior	
HR-3409	Indust Rel & Collect Bargng	
HR-3410	Compensation	
<b>Total Hours</b>		<b>12</b>

## International Business

The International Business concentration is a highly interdisciplinary program that takes elements from economics, finance, human resources, information technology, marketing and international cultural studies. The program prepares students for international careers in business firms, financial institutions, or government agencies that require flexible thinking, strong analytical skills, and refined communication skills.

Code	Title	Hours
Select four of the following courses:		12
BUS-2001	Global Business	
BUS/PHI-3342	Business Ethics	
ECO/ICS-3305	European Economies	
ECO-4403	"International Economics, Trade, and Finance"	
Any ENT course		
FIN-3420	International Finance	
ICS-1240	Peoples and Cultures of the Contemporary World I	
ICS-1241	Peoples and Cultures of the Contemporary World II	
IT-3410	E-Commerce Integration	
MKT-3330	International Marketing	
MKT-3370	Travel and Tourism Management	
<b>Total Hours</b>		<b>12</b>

## Marketing

The study of Marketing provides the qualitative and quantitative skills to be successful in careers throughout the business spectrum. Marketing integrates advertising, sales promotion, pricing, distribution and product strategies, public relations, merchandising, international marketing, direct marketing, and digital marketing/e#commerce.

Students are encouraged to explore the profession by participating in opportunities such as marketing internships, advanced marketing projects, and student membership in marketing organizations

Code	Title	Hours
Select four of the following courses:		12
BUS/PHI-3342	Business Ethics	
Any ENT course		
MKT-2203	Introduction to Travel and Tourism	
MKT-3304	Marketing Management	
MKT-3307	Advertising and Sales Promotion	

MKT-3309	Relationship Management
MKT-3315	Public Relations
MKT-3316	Merchandising
MKT-3330	International Marketing
MKT-3340	Direct Marketing
MKT-3370	Travel and Tourism Management
MKT-3440	Digital Marketing
<b>Total Hours</b>	<b>12</b>

## Operations Research and Management

The Operations Management concentration applies mathematical and analytical concepts to solve business problems and acquire skills in such areas as forecasting, probability, quality control, production scheduling, transportation and logistics, project management, and inventory control.

Code	Title	Hours
Select four of the following courses:		12
BUS 4001-4099	Special Topics in Business	
BUS-4990	Internship in Business	
BUS-4995	Independent Study in Business	
Any ENT course		
IT-3301	Project Management	
IT-1103	Computer-Based Information Systems	
MAT-1109	Mathematics for Managerial Science I	
Any MKT 3000 level course		
BAN-3308	Data Analytics for Business	
BAN-3311	Adv Analytics & Business Intelligence	
BAN-3309	Business Forecasting	
BAN-3310	Production and Operations Management	
<b>Total Hours</b>		<b>12</b>

## Travel and Tourism

The Travel and Tourism concentration is intended to provide the students with a basic knowledge of travel and tourism and hospitality industries. It is particularly suited to the students interested in sales, marketing, international cultural studies, and who have a keen interest in national and international tourism.

Code	Title	Hours
Select four of the following courses:		12
BUS-2001	Global Business	
BUS-2205	Management of a Small Business	
BUS-2260/ WRI-2250	Business Writing: Jumpstart Your Career	
BUS 4001-4099	Special Topics in Business	
BUS-4990	Internship in Business	
BUS-4995	Independent Study in Business	
ENT-1001	Introduction to Entrepreneurship	
Any ENT 2000 level or higher course		
HR-3310	Organizational Behavior	
MKT-2104	Travel and Economic Geography	
MKT-2203	Introduction to Travel and Tourism	
<b>Total Hours</b>		<b>12</b>

The General Education Program is the academic cornerstone of St. Francis College and affirms its mission to graduate educated, well-rounded students to enter and participate in a changing and culturally diverse world.

As an integrated program of studies, it focuses on developing the skills expected of a liberally educated person. It provides students with a broadly-based foundation outside their areas of specialization, an understanding of how various disciplines intersect and differ, and assists in cultivating a disposition for lifelong learning.

## Institutional Learning Outcomes:

1. Demonstrate sensitivity to creative expression
2. Communicate ideas and information through written, oral, visual and digital media
3. Employ critical and analytical skills
4. Value diverse perspectives of the human experience
5. Implement information, technology and media literacy
6. Demonstrate quantitative literacy

## Foundation Courses- First Year College (18 credits)

To ensure refinement of basic reasoning and cognitive skills needed for successful completion of any college degree program, the general education program requires 18 credits in foundational courses targeting student learning outcomes (SLOs) in writing; quantitative reasoning; oral communications; information, technology, and media literacy; fitness or health; religious studies; and the Freshman Seminar. Each student is required to successfully complete one course in each of the areas of the First Year College.

## Bodies of Knowledge (30 credits)

A selection of 30 credits in broad areas of inquiry, designated as Bodies of Knowledge, allow students the flexibility to gain breadth and depth in a field outside of a major. Each student is required to successfully complete two different courses in each of the five Bodies of Knowledge.