

MANAGEMENT INFORMATION SYSTEMS, B.S. (BUSINESS)

Begin Campus: Any Penn State Campus

End Campus: University Park

Program Description

The Management Information Systems major focuses on IT-supported techniques for exploring, analyzing, integrating, and reporting business data to facilitate fact-based decisions and enterprise-wide management. The framework encompasses the concepts, principles, and methods for (1) collecting, transforming, and managing data, (2) doing business analytics, (3) communicating and sharing the results, (4) aligning IT-enabled business analytics with business strategy.

Students in this major have the opportunity to take nine credits of supporting work in functional business areas such as accounting, finance, marketing, risk management, and supply chain management. Graduates develop cross-functional literacy in how techniques and technologies help achieve business objectives, along with competency in applying business analytics methods on behalf of the business and in a supporting business area. Thus, graduates are well-prepared for careers in industry, consulting, and government sectors as business analytics professionals.

More information about the broad range of career opportunities is available at <http://www.smeal.psu.edu/scis/recruit> (<http://www.smeal.psu.edu/scis/recruit/>).

What is Management Information Systems?

Data is everywhere: location-based from smart phones, social media, text, corporate data, and more. Companies need to analyze this data to get meaningful information to the people who need it. Hence, Management Information Systems (MIS) lives in the space that intersects technology and business.

Some of the skills learned in the major include how to mine and analyze data, build interactive digital dashboards, create visual analytics, and how to use a variety of business software tools to support companies and facilitate data driven decision making within an organization.

Our MIS graduates use these business software tools to design informative and graphical applications, allowing executives to make strategic decisions analytically. Smeal MIS graduates are well prepared for careers in industry, consulting, and government sectors as business analytics specialists and systems analysis professionals.