**College of Business**

**Student Learning Outcomes (SLO)**

The theoretical foundation and evolution of Information Systems are introduced. The systems approach to modeling a business organization and its environment is studied. The organizational Computer-based Information Systems are analyzed. Ethical implications of Information Technology are discussed. Advanced hands-on application tools for business productivity are practiced in the computer laboratory.

**Course Outcome #1**

**Search Options processes of interactively searching for and retrieving requested information via a computer from databases that are online.**

**Learning Objectives for Search Options**

**Use the advanced features of the Google Search Engine to conduct research of online resources**

**to find:**

1. How does a business create or negate competitive advantages using technology to conduct research of online resources?

[**ANSWER…**](file:///D%3A%5CSemester%20-%20Spring%202024%5C)

1. How does a data driven business use Information and Information Technology to become competitive by creating value and lowering costs?

[**ANSWER…**](file:///D%3A%5CSemester%20-%20Spring%202024%5C)

1. How does a business appraise its strengths and weaknesses from a strategic and IT perspective using Porters Value theory?

[**ANSWER…**](file:///D%3A%5CSemester%20-%20Spring%202024%5C)

1. How is Information and Information Technology used to create or negate a competitive advantage using Porter's Value Theory?

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**Course Outcome #2**

**The various Information Technology components and systems employed in knowledge management and business intelligence systems and the strategies used as the firm seeks to be data driven.**

**Learning Objectives for Knowledge Management, Business Intelligence and Data Driven**

1. Define the strategies of Value Creation, Profit Maximization, Cost Leadership, Knowledge Management, Business Intelligence and Data Driven.

[**ANSWER…**](file:///D%3A%5CSemester%20-%20Spring%202024%5C)

1. Define Data storage Strategies used in systems.

[**ANSWER…**](file:///D%3A%5CSemester%20-%20Spring%202024%5C)

1. Define Decision Support Systems used in systems.

[**ANSWER…**](file:///D%3A%5CSemester%20-%20Spring%202024%5C)

1. Define Collaboration Systems and present strategies.

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1. Define Customer Relationship Management and Supply Chain Management.

**ANSWER…**

1. Describe the following strategies: Value Creation, Profit Maximization, Cost Leadership, Knowledge Management, Business Intelligence and Data Driven.

[**ANSWER…**](file:///D%3A%5CSemester%20-%20Spring%202024%5C)

1. What is the relationship between Knowledge Management, Business Intelligence and a Firm being Data Driven?

[**ANSWER…**](file:///D%3A%5CSemester%20-%20Spring%202024%5C)

1. What are the challenges a firm face implementing and using Knowledge Management, Business Intelligence and data driven strategies?

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**Learning Objectives for Storage Strategies that enable the firm to be data driven**

1. Appraise the strengths and weaknesses of the various storage strategies used in business.

[**ANSWER…**](file:///D%3A%5CSemester%20-%20Spring%202024%5C)

1. How does Storage Strategies impact: Value Creation, Profit Maximization, Cost Leadership, Knowledge Management, Business Intelligence?

[**ANSWER…**](file:///D%3A%5CSemester%20-%20Spring%202024%5C)

1. Categorize the capabilities, strengths and weakness of databases, data warehouses, multimedia databases and big data and how they are used in the data driven firm.

**[ANSWER…](https://intellipaat.com/blog/what-is-database/%22%20%5Co%20%22ANSWER%E2%80%A611)**

[**https://intellipaat.com/blog/what-is-database**](https://intellipaat.com/blog/what-is-database)

1. Explain what best practice is.

[**ANSWER…**](file:///D%3A%5CSemester%20-%20Spring%202024%5C)

1. Explain why Knowledge Management, Business Intelligence and Data Driven are considered a best practice and not a science.

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**Learning Objectives for Decision Support Systems that enable the firm to be Data Driven**

1. Describe the role a decision support system plays in a business's effort to be data driven.

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1. Compare the following decision support systems and what type of decisions they enable in terms of capabilities equipment used.

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1. Explain what a Functional Information System is.

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1. How does a Functional Information System benefit the business organization by being data driven.

[**ANSWER…**](file:///D%3A%5CSemester%20-%20Spring%202024%5C)

1. Explain what a Management Information System (MIS) is.

[**ANSWER…**](file:///D%3A%5CSemester%20-%20Spring%202024%5C)

1. What is the source of Management Information Systems information?

[**ANSWER…**](file:///D%3A%5CSemester%20-%20Spring%202024%5C)

1. What types of reports can a Management Information Systems create, and how it can help a business become data driven?

[**ANSWER…**](file:///D%3A%5CSemester%20-%20Spring%202024%5C)

1. How can Management Information Systems help a business become data driven?

[**ANSWER…**](file:///D%3A%5CSemester%20-%20Spring%202024%5C)

1. What is an Enterprise Resource Planning (ERP) system composed of, and what role does it play in business organizations that seek to be data driven?

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1. What is a Service-Oriented Architecture (SOA) system composed of, and what role does it play in business organizations that seek to be data driven?

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**Course Outcome #3**

**Information Technology Components and Systems**

**Learning Objectives for Creating Value**

1. How are Information and Information Technology components and systems used to create value to both the firm and their customers through their impact on the firm structure?

[**ANSWER…**](file:///D%3A%5CSemester%20-%20Spring%202024%5C)

1. What is the importance of collaboration in the creation of new and improved strategies of a firm?

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**Course Outcome #4**

**Competitive Advantage**

**Learning Objectives for sustaining a Competitive Advantage**

1. How can a firm create and sustain a competitive advantage or diminish the competitive advantage of another using Information and Information Systems.

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**Course Outcome # 5**

**Career Readiness**

**Learning Objectives for being Career Ready**

1. What does it mean to be career ready, and what are the benefits of being career ready?

[**ANSWER…**](file:///D%3A%5CSemester%20-%20Spring%202024%5C)

1. In finding a career, develop a list of internship and educational opportunities using an advanced Google search.

[**ANSWER…**](file:///D%3A%5CSemester%20-%20Spring%202024%5C)

1. List what steps to take to apply the knowledge of career readiness, and any additional action to increase career readiness.

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**Course Outcome #6**

**Teamwork**

**Learning Objectives for knowing how to work in teams**

1. Demonstrate the ability to work in teams, meet deadlines and present findings in a professional manner.

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