

The Master of Business Administration (MBA) in Information Technology prepares graduates for leadership roles in the planning, design, development, deployment, and management of information systems. The program combines a foundation in business and management courses with courses on critical information technology topics to prepare graduates to be effective leaders in information technology related careers.

For gainful employment disclosures about this program, visit <http://west.edu/content/dam/westedu/gainful-employment/MBA IT/11.0103-Gedt.html>

## Program Learning Outcomes

1. Leverage information technologies throughout all functional areas of the corporation to maximize efficiencies and profits.
2. Effectively manage information technology projects.
3. Develop and manage proposals for information technology projects.
4. Formulate, conduct, and interpret research that fosters a broad and deep understanding of markets, customers, competitors, and stakeholders.
5. Employ quantitative and qualitative analytical tools and methods to select and support strategic decisions in an organization.
6. Identify technological and managerial challenges of operating a business in a global market, and use information technology strategies to expand international market options.
7. Effectively coordinate tactical strategic information systems planning in support of IT and business strategies.
8. Effectively utilize information technologies for functions of planning, data analysis, marketing, and personnel deployment to maximize marketplace advantage.

## Required Course of Study

*MBA Core Requirements - 24 credits*

*Major Requirements - 12 credits*

*Capstone - 3 credits*

*Credits Required for Degree: 39*

## MBA Core Requirements

*MBA Core Requirements – 24 credits*

### CUL 623 Global Communication for Professionals

This course provides an overview of critical topics related to professional communication in the global economy and prepares students to develop strategies for successful intercultural exchanges. Students evaluate verbal and non-verbal communication models as they are manifested across cultures and create research-based analyses of cross-cultural scenarios. Course content addresses the application of intercultural communication skills to organizational structures and decision-making, negotiations, and ethics.

### BUS 620 Ethical Leadership and Corporate Responsibility

This course examines ethical systems and the ways in which corporate ideals are reflected in individual and organizational behavior. Students investigate ethical dilemmas to discover how congruence between individual and corporate values is developed and maintained. Themes include the nature of morality, disparate legal systems, and business ethics.

### FIN 645 Corporate Finance\*

This course focuses on the analytical methods required for corporate financial management within domestic and international firms. Students interpret financial statements and perform stock, bond, project, and firm valuations using various methodologies. Subjects include dividend theoretical models, risk and return valuation, capital budgeting, and short-term financing.

\*Prerequisite: ACC 550 or ACC 600 or IT 638 or MPA 645

### INB 601 International Business Environment

This course develops an understanding of the economic, political, social, and technological issues of many nations as they relate to the global business environment. Also covered are strategic plans and logistical systems of the multinational firm and how they are adjusted to meet the corporation's goals. Alternative management structures of corporate policies and strategies as related to the global operation are also examined.



### IT 620 Information Resource Management

This course includes the techniques and methodology of managing data, information, and knowledge at all levels of an organization. Students describe the business environment within the structures of the information age and how information management informs organizational strategies. Themes include information systems planning, systems development, outsourcing, and leadership.

### MGT 625 Strategic Management

This course examines the process for developing and implementing a strategic plan in order to gain a competitive advantage. Students are immersed in the process of strategy creation through a focus on case studies to reinforce the application of theory to contemporary business realities. Topics include microeconomic foundations of competitive strategy, mission and vision statement development and analysis, and strategy evaluation.

### MKT 646 Strategic Concepts in Marketing

Through this course, students learn the critical role of marketing in modern, cross-cultural businesses. Students learn to formulate strategies that are built upon in-depth marketing research and analysis, understanding of consumer behavior decision-making, and the development of integrated marketing programs to achieve target objectives. The course focuses on the marketing process whereby students learn to create, communicate and deliver value to chosen target customers. As a final deliverable, students develop a marketing plan for a new or existing service-oriented offering that integrates all components of the marketing process.

### RES 600 Graduate Research Methods

This course provides graduate students with the tools necessary for completing the in-depth research, reading, writing, and speaking activities central to all coursework at West. Students advance their studies of research design and methodology and apply these skills to their programs of study. Subjects include primary and secondary research, descriptive and inferential statistics, regression and correlation analysis, and research presentation.

## Major Course Descriptions

*Major Requirements – 12 credits*

### IT 550 Foundations of Information Systems

This course is designed to provide essential knowledge required throughout the program beginning with basic concepts of data, information, and knowledge; common development methodologies; and the phases of information systems deployment. The course also covers the types of programming languages and basic data structures, and concludes with an introduction to program design and logic, and programmatic control structures.

### IT 630 Technology Project Management

This course highlights the importance of project management skills in the delivery of complex information technology projects. Students learn the process of project management at all levels, from defining requirements to successfully closing out projects. Themes include time and cost management, quality management, human resources and communications management, and risk management.

### IT 638 Economics of Information Systems and Proposal Management\*

This course offers students the opportunity to develop the skills needed to manage IT within an organization, and acquire resources from prospective IT providers. Students focus on the planning and implementation of information systems using internal and external human resources for determining value, benefits, and improved performance at the functional level. Topics include strategic planning, organizational economic determination, project planning, and interpretation of requirements, knowledge management, resource management, and IT management for sound decision-making from an organizational and global perspective.

\*Prerequisite: IT 550 or equivalent

### IT 654 Integrated Data Resource Management\*

This course permits the student to analyze the organizational needs, technology, and management necessary to store and manipulate data with an emphasis on databases in client/server, distributed, and service-oriented environments. Students compare

common database architectures. Topics include “big data” in the context of Internet-based, object-oriented, and enterprise databases and the query languages and database management systems (DBMS) that support them.

\*Prerequisite: IT 550 or equivalent

## Capstone Course Descriptions

*Capstone – 3 credits*

### IT 698 Information Technology Capstone\*

This course provides students with the opportunity to utilize the knowledge, business, and technical skills learned through their graduate IT program. Through a course-long project, students will apply the frameworks and concepts learned throughout the program to real-world problems. Mastering these skills requires an integrated, holistic perspective that leverages a broad base of management skills with the deep insights gained through focused information technology expertise.

\*Prerequisite: 33 credits