

Ecommerce and Information Technology MBA Concentration

The MBA concentration in ecommerce and information technology (EIT) facilitates students' capabilities to achieve meaningful organizational success through in-depth learning of ecommerce theory and applications. MBA students completing the ecommerce and information technology concentration will be well versed in project management for ecommerce; in analyzing and designing information and ecommerce systems; in developing global strategies for starting an Internet business, or building an ecommerce Web presence for a for-profit or nonprofit organization; in developing useful IT policies; in the identification and organizational adoption and use of emerging information technologies; in creating and administering databases and telecommunications networks to build and support ecommerce businesses; and in developing and using decision support systems and data mining techniques to improve decision making in the ecommerce context.

The ecommerce and information technology concentration is a comprehensive specialization that equips graduates to compete internationally for high-level positions in ecommerce as well as in the broader area of management information systems (MIS) due to their acquisition of useful skills, methods, tools, approaches, frameworks, and theories; students also acquire the knowledge to systematically and critically analyze ecommerce and IT problems and acquire key competencies that enable them to recommend workable organizational, technological, and managerial solutions to pressing organizational problems.

After completing the core courses (623:510) a student can obtain an Ecommerce and Information Technology specialization by completing any three (3) of the following MIS courses:

- 53:623:511 Analysis and Design of Information and E-systems (3)
- 53:623:512 Decision Support Systems and Data Mining (3)
- 53:623:513 Emerging Information Technologies (3)
- 53:623:514 Ecommerce Project Management (3)
- 53:623:515 Seminar in Global Ecommerce Policy (3)
- 53:623:517 Database Systems (3)
- 53:623:518 Managing Telecommunication and Internet Technologies (3)
- 53:623:525 Information Technology (IT) Policy (3)
- 53:623:544 Global Operations Information Technology (3)
- 53:623:611 Design of Information Systems for Business (3)
- 53:623:670 Special Topics in Ecommerce (3)