

# Department of Business Information Systems

## Statement of Vision, Mission, and Student Learning Goal/Objectives

### **Vision**

The College of Business serves as a catalyst to advance education and economic development in the state of Arkansas.

### **BBA in Business Information Systems**

### **Mission**

The mission of the Bachelor of Business Administration degree in Business Information Systems is to provide students technical, business, and interpersonal competency development necessary for success in information technology careers. Graduates hold positions such as IT manager, business and systems analyst, application developer, database developer and administrator, network specialist and administrator, security specialist, and project manager, to name a few.

The program helps students integrate technical skill development with business competencies necessary to ensure efficient and effective business applications in a rapidly evolving global environment. Skills developed in communication, teaming, and problem solving make them an invaluable asset as an IT professional.

In addition, the program prepares students to serve and strengthen society by enhancing awareness particularly in the technical arena and to promote humane sensitivities and understanding of interdependence of individuals, organizations, and nations—particularly as these issues relate to information and information systems.

### **Student Learning Goals/Objectives**

Goal 1 Students will demonstrate competence in business knowledge.

- Students will demonstrate competence in each of the functional areas of business (accounting, economics, finance, management, operations and information systems).

Goal 2 Students will be effective communicators

- Students will demonstrate effective written communication skills.
- Students will demonstrate effective oral communication skills

Goal 3 Students will have an ethical perspective, understanding the importance of behaving ethically in their professional lives.

- Students will identify an ethical dilemma and identify impact on identified stakeholders.
- Students will analyze alternative actions and consequences of behavior based on an identified Ethical Rule or Model.

Goal 4 Students will use analytical techniques and tools to analyze data for decision-making.

- Students will demonstrate knowledge to use logic-based tools to retrieve information for decision-making.
- Students will demonstrate ability to retrieve data and address business issues using an analytics tool.

Goal 5 Students will develop skill in solving business problems.

- Students will use appropriate analytical techniques to evaluate business problems, generate and compare alternatives, and develop a solution.
- Students will design an IT business system and develop a plan for implementation.

### **BBA in Business Analytics (Certificate of Proficiency in Business Analytics embedded)**

#### **Mission**

The mission of the Bachelor of Business Administration degree in Business Analytics is to provide students technical, business, and interpersonal competency development necessary for success in business analytics field. Graduates hold positions such as business and systems analyst, human resource analyst, marketing analyst, and project manager, to name a few.

This interdisciplinary program helps students integrate technical skill development with analytical and business competencies necessary to ensure efficient and effective data-based decision making in the highly competitive business environment. Skills developed in database and reporting, statistics, and decision modeling combined with applications in human resource management, marketing, and operations management make them an invaluable asset as a business analyst.

In addition, the program prepares students to serve and strengthen society by enhancing awareness particularly in the technical arena and to promote humane sensitivities and understanding of interdependence of individuals, organizations, and nations—particularly as these issues relate to information and data-based decision making.

#### **Student Learning Goals/Objectives**

Goal 1 Students will be effective communicators

- Students will demonstrate effective written communication skills.
- Students will demonstrate effective oral communication skills

Goal 2 Students will be skilled in solving real world and/or simulated business problems.

- Students will use appropriate analytical techniques to evaluate business problems, generate and compare alternatives, and develop a solution.
- Students will synthesize information and concepts from multiple disciplines

Goal 3 Students will have an ethical perspective, understanding the importance of behaving ethnically in their professional lives.

- Students will identify an ethical dilemma and identify impact on identified stakeholders.
- Students will analyze alternative actions and consequences of behavior based on an identified Ethical Rule or Model.

Goal 4 Students will use analytical techniques and tools to analyze data for decision-making.

- Students will demonstrate knowledge to use logic-based tools to retrieve information for decision-making.
- Students will demonstrate ability to retrieve data and address business issues using an analytics tool.

Goal 5 Students will develop skill in applying analytics-based knowledge in a business context.

- Students will design an analytics-based plan for solving a business problem.
- Students will use appropriate data retrieval and analysis processes to draw conclusions and make recommendations in solving a business problem.

### **Master of Science in Business Information Systems and Analytics (Graduate Certificate in Business Information Systems emedded)**

#### **Mission**

The mission of the Master of Science in Business Information Systems is to provide students an integrated knowledge of information technology (IT) and the functional areas of business with emphasis on strategic IT applications and to facilitate the development of business analytics, communication, project management, and team competencies vital for IT managers. The goal of the program is to position graduates for advancement in the information systems field.

In addition, the program prepares students to serve and strengthen society by enhancing awareness particularly in the technical arena and to promote humane sensitivities and understanding of interdependence of individuals, organizations, and nations—particularly as these issues relate to information and information systems.

#### **Student Learning Goals/Objectives**

Goal 1 To apply technical competencies in business applications development.

- Students will demonstrate analysis and modeling techniques.
- Students will demonstrate data manipulation language skills.

Goal 2 To leverage analytics tools and technology for business decision-making at the tactical, operational, and strategic levels in an organization.

- Students will leverage the use of analytics tools to solve a business problem.
- Students will critically analyze the strategic use of business analytics solutions to their constituents.

Goal 3 To develop individual and group communication competencies needed in a multifaceted IT environment.

- Students will articulate in writing an IT solution to a business problem/opportunity.
- Students will articulate orally an IT solution to a business problem/opportunity.

Goal 4 To apply an ethical framework in decision making.

- Students will identify an ethical dilemma and the impact on identified stakeholders.
- Students will analyze alternative actions and consequences based on an identified Ethical Rule or Model.

Goal 5 To develop an integrated understanding of the IT field.

- Student will demonstrate knowledge of select knowledge areas of IT.

## **Graduate Certificate in Business Analytics**

### **Mission**

The mission of the Graduate Certificate in Business Analytics is to develop skills for entering and/or progressing in the business analytics career field or to differentiate career readiness competencies through analytics skill development.

### **Student Learning Goals/Objectives**

Goal 1 - To leverage analytics tools and technology for business decision-making at the tactical, operational, and strategic levels in an organization.

- Students will leverage the use of analytics tools to solve a business problem.
- Students will critically analyze the strategic use of business analytics solutions to their constituents.

Goal 2 - To develop individual and group communication competencies needed in a multifaceted IT environment.

- Students will articulate in writing an IT solution to a business problem/opportunity.
- Students will articulate orally an IT solution to a business problem/opportunity.