

MIS 665: Management of Information Systems Marketing, Analytics & Prof Sales

The course covers the issues, strategies, and tactics for effective management of an enterprise's information technology resources. The course emphasizes the development of new conceptual/research models related to the impact of information systems within organizations.

3. Credits

Instruction Type(s)

• Seminar: Seminar for MIS 665

Subject Areas

- Management Information Systems, General
- Computer/Information Technology Services Administration and Management, Other

