

BAIS 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 BAIS 665

Subject Areas

- [Management Information Systems, General](#)
- [Computer/Information Technology Services Administration and Management, Other](#)

