

BSNS6211 : MIS Strategy, Innovation, and Analysis

Explores the manager's role in leveraging management information systems to enhance organizational effectiveness. Areas of focus include information systems concepts and planning, business intelligence, IT innovation using big data, and evaluation of how information systems serve as tools to implement business strategy and gain competitive advantage. Students will be challenged to take on a managerial mindset to unlock the synergy of business analytics and management information systems.

Credits 3