INFORMATION TECHNOLOGY MANAGEMENT MINOR (ITM)

Add an ITM minor to your Degree!

The ITM Minor Curriculum
PRE-REQUISITE COURSES
MGT 302 Management Principles and Cases
ITM 365 Management of Information Technology

ITM CORE (Select 3 - 4 courses)
ITM 370 Electronic Commerce (E-Commerce)
ITM 460 Information Technology Project Management
ITM 470 Strategic Management of Innovation
ITM 480 Information Technology Strategy

ELECTIVES (Select 1 - 2 courses)
MGT 361 Organizational Behavior
MGT 452 Leadership
MKT 310 Marketing Principles and Cases
MKT 360 Social Media Marketing
MKT 470 Global Marketing

TOTAL FOR ITM MINOR  21 SEMESTER HOURS

NOTE: Nine of the credits must be completed at Siena Heights University. Students must earn a 2.0 grade point average in ITM minor coursework.

Why Complete an Information Technology Management Minor?
- ITM plays a role in every sector of our economy, supporting local, regional, national, and multi-national organizations’ performance efforts.
- Many occupations today need a working knowledge of information technology. Be one step ahead by completing the ITM minor!
- ITM courses expose students to an organization’s interactions with information technology, how business systems projects are managed, and the important role that individuals play in the design and development of systems.
- ITM coursework is also supported by electives that enhance your skills in management, marketing, or communications.
- Upper-division ITM courses are offered completely online in an accelerated 8-week format, and can be completed within your Siena Heights residency.

CONTACT US TODAY!
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INFORMATION TECHNOLOGY COURSE DESCRIPTIONS

ITM 365 MANAGEMENT OF INFORMATION TECHNOLOGY
This course provides an in-depth look at how organizations use management information systems and related technologies to achieve organizational goals. Key concepts and principles are explored and lay the foundation for the other ITM courses.

ITM 370 ELECTRONIC COMMERCE
This course focuses on the many aspects of e-commerce centered around three themes: e-commerce business development and strategy; technological innovation; and social controversies and impacts. In addition to the concepts and components of e-commerce, the student will explore how e-commerce is in use in a variety of organizations across multiple sectors.

ITM 460 INFORMATION TECHNOLOGY PROJECT MANAGEMENT
This course focuses on the concepts and principles of project management. While addressing project management from an IT perspective, the lessons learned should apply to most project management activities. The course deals with the approach and functional requirements of project management but does not delve into automated system tools.

ITM 470 STRATEGIC MANAGEMENT OF INNOVATION
This course covers many of the principles, concepts and processes that enable both product and process innovation across industries and organizations.

ITM 480 INFORMATION TECHNOLOGY STRATEGY
This course is to be taken as the final ITM course and focuses on IT management issues rather than technology issues. The student will gain insights into the various issues that make up and impact the IT strategy and supporting processes. Heavy use of case studies will re-enforce the critical issues being presented.

MGT 302 MANAGEMENT PRINCIPLES AND CASES
Centered on the planning, organizing, leading and controlling functions, this course supports lifelong management learning and professional growth. Relying on case studies, simulation, classroom and Internet exercises, students improve their abilities to communicate, solve problems, make decisions, see the bigger picture and work in teams. Throughout, students address the organizational challenges of ethically and effectively managing globalization, diversity, and technological change.

MGT 361 ORGANIZATIONAL BEHAVIOR
Students gain a better understanding of human behavior among individuals, within groups and organizations. Through cases, self-assessments, and experiential exercises they develop their capacity to increase job performance, work satisfaction, and organizational commitment. For workplaces of fewer boundaries, greater differences, rapid change, shifting loyalties and ethical dilemmas, students develop skill in managing teams, stress, conflict, change, politics, careers and organization cultures.

MGT 452 LEADERSHIP
This course blends the required skills, knowledge and abilities for developing leaders. Students contrast leadership and management roles using the Transformational vs. Transactional approach model while examining other classic, contemporary and contingency theories. They consider various leader attributes, leader behaviors, follower needs and forces in the situation, including: power, organizational and societal cultures. Students identify their preferred leadership style and assess its strengths and limitations. The course also features case studies, application exercises and modeling.

MKT 310 MARKETING PRINCIPLES AND CASES
This course examines the role of marketing in a company, emphasizing the management of the marketing mix including product planning, marketing communication, distribution and pricing. Special attention is given to the role and significance of evaluating consumer needs, target market and opportunity analysis. This course is case based and helps students to make marketing decisions in the context of general management.

MKT 360 SOCIAL MEDIA MARKETING
This course provides an overview of the marketing opportunities that are available through the Internets, applications (aps), and mobile technology as well as the marketing opportunities they present. Part of the course will look at the basic measuring tools that the Internet utilizes to achieve corporate marketing goals with the integration of technology and traditional marketing strategies. “Hacking” practices and the protection from such invasions will also supplement the course.

MKT 470 GLOBAL MARKETING
This course examines various marketing strategies and activities helping organizations to be competitive in the global economy and marketplace. Focus includes: 1) Understanding the diversity and complexity of the increasingly global business environment, 2) Applying marketing concepts and decision-making in a global setting and 3) Developing problem analysis and problem-solving skills appropriate to global marketing decisions.

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