ACADEMIC ALERT #2003-22

DATE: **November, 2003**
DECISION: **College of Management and Business (CMB)**

Pilot Bachelor of Science (B.S.) in Management Information Systems (BSMIS) Online Degree Program

Rationale
The College of Management and Business believes that piloting online delivery of the BSMIS program over 3 years is the best way to ensure the level of planning, organization, and organizational commitment necessary for success.

The target audience will consist of those who have some experience with computer programming and who are interested in a computer-related business management degree. While the program is designed for international and national audiences, initially focus will be in areas where NLU has some presence and/or name recognition, for example Chicagoland, Washington DC, Northern Virginia, Atlanta, Tampa and Orlando.

CDQA Approval: May 28, 2003
Senate Academic Planning Committee Approval: October 3, 2003
Faculty Senate Approval: October 15, 2003

IMPLEMENTATION DATE: January 2004

CONTACT: **Dr. Aleta Wilson, Assistant Professor, Program Chair BSMIS; (703)749-3000, Ext. 142**

SIGNATURE

Carol R. Melnick, Ph.D.
Vice Provost

Admission Requirements
Admission requirements for BSMIS online students are the same as for the BSMIS students in the existing face-to-face program.

BSMIS Course Requirements
A student must complete at least 180 quarter hours of study to be eligible for the degree. At least 50 of the 180 quarter hours must be completed in the BSMIS program.

BSMIS COURSE REQUIREMENTS				
	Foundation Concepts	**HW & SW Tools & Techniques**	**Tech Mgmt**	**Sessions / Weeks**
Semester/Term 1: Fundamentals and Concepts	QHRS	QHRS	QHRS	
MGT403 - Introduction to BSM/MIS	1			3
MGT350 - Information Systems Management	4			6
MGT347 - Computer Networks & Intranets	4			6
MGT449 - Research in IT	4			6
Term Total	13			21
Semester/Term 2 – Current technologies				
MGT486 - Principles of Website Design & Development		4		6
MGT341 - Database Program Development		4		6
MGT325 - Data Mining and Intelligent Agents		4		6
Term Total		***12***		***18***
Semester/Term 3: IT's role in organizations				
MGT326 – Securing Corporate Information Assets			4	6
MGT353 - IT Structure, Mgt & Cntrl			4	6
MGT327 – Procuring, Managing, & Leading High Tech Workers			4	4
Term Total			***12***	***16***
Semester/Term 4: IT Planning and Implementation				
MGT340 - Systems Analysis & Design			4	5
MGT328 - Enterprise Resource Planning			4	6
MGT445 - Applied Software Development Project			5	7
Term Total			***13***	***18***
Totals all Terms: 50 QHRS	***13***	***12***	***25***	***73***

Implementation

The Technology platform CMB/BSMIS will use is eCollege, rather than WebCT, the platform currently used and supported by NLU. In the view of CMB/BSMIS, using eCollege provides NLU the opportunity to pilot and gather data on a new technology platform. The first year cost of using eCollege is approximately the same to that of using WebCT. The BSMIS program will need to gather data regarding the pros and cons of eCollege and provide feedback to the Center for Online Learning, as well as other institutional technology committees.

Program rollout and marketing will proceed initially with a "low/no budget approach" that will take advantage of community college and corporate contacts and relationships. Moderate and large budget approaches, for example target mailing and advertising, will be developed, refined and implemented through NLU's marketing department and Online Center.

Evaluation of BSMIS Online as a pilot should be distinguishable from evaluation of student outcomes.

Should the CMB/BSMIS online program's financial performance fall 20% or more below projections, the program will be re-reviewed by CMB, SAPC and UPG.

SAPC will review this BSMIS Online Degree Program at the end of its 3 year pilot status.

The BSMIS Online Degree Program needs to be added to the 2004-2006 university catalogue.