

MINI MBA: MIS
Dr. Leiser Silva

Course description:

The objective of this course is to introduce students to manage information systems and information technologies with the purpose of enhancing and changing business processes, improving and supporting decision making and obtaining competitive advantage. The course concentrates on Information Technologies as platform for businesses, e-commerce, social networks, big data and enterprise systems. This is not a course that focuses on particular information technologies, but instead views IT as a portfolio of tools that can be applied and misapplied to various business problems. The course combines group activities, such as case analysis and discussions.