Recruiting IS Minor Students: The Impact of In-Depth Exposure of Database Knowledge in Accounting Information Systems Courses

Duanning Zhou  
*Eastern Washington University*

Arsen Djatej  
*Eastern Washington University*

Yining Chen  
*Western Kentucky University*

Follow this and additional works at: [http://aisel.aisnet.org/amcis2009](http://aisel.aisnet.org/amcis2009)

**Recommended Citation**
Recruiting IS Minor Students: the Impact of In-Depth Exposure of Database Knowledge in Accounting Information Systems Course

Duanning Zhou¹, Arsen Djatej¹, Yining Chen²
1. Eastern Washington University, Spokane, WA, USA. 2. Western Kentucky University, Bowling Green, KY, USA.

Abstract:
The enrollment of Information Systems (IS) majors in the US still remains a problematic level. One possible near-term remedy for those IS departments seeking increased enrollment in IS courses is to persuade students majoring in other fields, such as accounting, to take more IS courses. This study uses a structural equation research model based on social cognitive career theory to investigate the in-depth exposure of database knowledge in accounting information systems courses and its impact on accounting students’ interest in seeking an IS minor. The research results indicate that an in-depth exposure of database knowledge in the accounting information systems course generates an increased interest in seeking an IS minor by accounting students. Hence, if IS departments can assist Accounting faculty to enhance database knowledge content in the accounting information systems course, it could help increase the enrollment of accounting majors in the MIS minor program.