Investigating the Introduction to IS Course: Do Faculty, Recruiters, and Students Value the Same Content?

Scott McCoy  
College of William and Mary

Andrea Everard  
University of Delaware

Brian Jones  
Tennessee Technological University

Follow this and additional works at: http://aisel.aisnet.org/amcis2010

Recommended Citation  
McCoy, Scott; Everard, Andrea; and Jones, Brian, "Investigating the Introduction to IS Course: Do Faculty, Recruiters, and Students Value the Same Content?" (2010). AMCIS 2010 Proceedings. Paper 519.  
http://aisel.aisnet.org/amcis2010/519
Investigating the Introduction to IS Course: Do Faculty, Recruiters, and Students Value the Same Content?

Scott McCoy¹, Andrea Everard², Brian Jones³

¹. College of William and Mary, Williamsburg, United States. ². University of Delaware, Newark, DE, United States. ³. Decision Science, Tennessee Technological University, Cookeville, TN, United States.

This research focuses on the possible impact of the Introduction to Information Systems (IS) course on declining IS enrollments. The declining enrollments are so widespread that ACM/AIS has redesigned its curriculum in an attempt to reverse this trend. Although all majors in a Business School are typically required to take the Introduction to IS course, the real or perceived value is unclear. In this paper, we examine the content of the Intro to IS course recommended by ACM/AIS from the perspective of three stakeholders, students, faculty and recruiters. If a disconnect is found among the stakeholders, recommendations on future directions will be made.