

AIS Collection of IS Institutions and Educational Resources

Institution Name	College/School	Department
Washington State University	Carson College of Business	Management, Information Systems, & Entrepreneurship
Country	AIS Region	Full Postal Address
United States	Region 1: America	Todd Hall 442, PO Box 644743 Pullman, WA, 99164-4743 United States
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Institution Summary

The Carson College of Business at Washington State University is committed to delivering a dynamic and comprehensive education, preparing students for successful careers across various business sectors. The focus is on providing a well-rounded education that balances academic rigor with practical application, ensuring graduates are well-equipped for the challenges of the modern business world.

As an AACSB-accredited business school, the Carson College is also committed to strengthening a culture of community service, accessibility in education, and advancing knowledge to tackle societal issues. This approach aligns the college's mission with the broader objectives of serving the community and addressing contemporary challenges.

Programs:

The Carson College offers a variety of undergraduate and graduate programs encompassing majors in key business disciplines: Information Systems; Accounting; Finance; Marketing; Management; Hospitality Business Management

Each program is designed to provide comprehensive knowledge and skills relevant to its field, preparing students for diverse professional paths.

Research and Teaching Objectives:

- **Experiential Learning:** The college emphasizes hands-on learning, encouraging students to integrate theoretical knowledge with real-world business scenarios.
- **Industry Partnerships:** Strong connections with industry partners foster internships, networking, and practical experiences for students.
- **Innovation and Adaptation:** In line with its vision as a business school for tomorrow's land-grant university, Carson College prioritizes innovative education methods, technology integration, entrepreneurship, and adapting to evolving business needs.
- **Interdisciplinary Collaboration:** Recognizing the interconnected nature of business with

other disciplines, the college promotes holistic problem-solving through interdisciplinary approaches.

Faculty and Research:

Faculty members at Carson College are actively engaged in research, bringing practical insights and expertise into the classroom. This ensures a curriculum that's not only academically engaging but also relevant to current business trends and practices.

Programs and Courses Summary

The MIS program at the WSU Carson College offers a blend of theoretical knowledge and practical skills, crucial for navigating the rapidly evolving technology landscape. The curriculum is designed to give students a deep understanding of information systems, coupled with the management strategies required to leverage technology in business.

The program engages students in active learning and aligns with the standard established by the Association for Computing Machinery (ACM) and the Association for Information Systems (AIS) curriculum models. Course offerings are designed to help students gain a deep understanding of information systems, coupled with the management strategies required to leverage technology in business and information security.

Programs and Courses:

- Undergraduate Program: Offers a comprehensive curriculum covering the fundamental aspects of MIS, preparing students for diverse roles in technology and business.
- Graduate Programs: Offers a doctoral program with instruction from award winning and well-published faculty.

Teaching Modes and Professional Development:

- Classroom Learning: Combines lectures with interactive sessions, ensuring students grasp both theoretical and practical aspects of MIS.
- Hands-On Experience: Emphasizes real-world applications through projects, case studies, and internships, allowing students to apply classroom learning to practical scenarios.
- Mentorship and Networking: Facilitates connections with a network of alumni and industry professionals, offering mentorship and career opportunities.
- Entrepreneurial Opportunities: Through initiatives like the Carson College's annual Business Plan Competition and the Center for Entrepreneurship, students engage in entrepreneurial activities, enhancing their practical business skills.
- Global Perspective: Emphasizing a global outlook, the MIS program offers opportunities for international experience and study abroad programs, enhancing students' understanding of global business practices.

Electives with Purpose:

In line with industry trends and emerging topics, the Carson College MIS program offers specialized electives in key areas such as:

1. Generative AI: Exploring the application of artificial intelligence in MIS and business, in general, with a focus on building foundational knowledge in the field of AI, critical thinking, decision-making, and ethical use.
2. Cyber Security: Addressing the growing importance of securing information systems and networks.
3. Data Analytics: Providing skills in collecting, analyzing, and interpreting data to support decision-making.
4. Project Management: Focusing on the principles and practices of managing information systems projects.

Information Systems Programs

Semester duration of program

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