You see it every day. Across the economy, in health care, high finance, apparel, cars, whatever—business in the 21st century is driven by technology. But did you know? It’s MIS that brings the two together. Technology enables business and it’s MIS professionals who figure out how they can leverage it to get things done—better, faster, smarter. Every new technology brings a new opportunity to innovate, to empower the organization, pioneer new markets, launch new services, grow market share. Winning by tech. That’s MIS.

Unlike computer scientists/engineers who don’t get business (“Return on Investment??”) or classic managers who don’t get tech, MIS professionals know both sides so they can envision solutions and work across the organization to solve business problems and seize business opportunities by applying tech. (“You mean an app could access customers’ usage data and tell us which ones are most likely to buy the upgrade??!!) Knowing both sides opens up all kinds of possibilities and the MIS concentration gives you just that.


The MIS Concentration builds key skills in Business and Tech

MIS students earn the BSBA degree, just like other Business students. They take the same core courses, covering the basics in all the functional areas—Accounting, Finance, Marketing, etc. But the MIS concentration adds the technology fundamentals you need to envision, design, implement and support the systems solutions that organizations need. And it deepens your leadership and communication skills too through team projects and engagement with real-world clients.
MIS roles range from traditional Information Technology (IT) Management to Systems Analyst, Project Manager, Consulting and Technical Sales & Marketing. They're found in the high-tech sector, sure but also government, non-profits and every industry you can think of, from startups to major techs like Apple and non-techs like Kaiser Permanente. One of our graduates got hired doing MIS at Ghirardelli Chocolate! Even a chocolate company needs business technology to compete in today's digital economy. Baseball teams too—the MIS staff for the SF Giants includes an SJSU MIS graduate. Thanks to the flexibility of your MIS concentration, you can choose the career that's right for you based on your interests and strengths.

**Worried about job opportunities?** The US Bureau of Labor Statistics predicts solid, and often better than average growth, in technology careers. Further, MIS jobs are communication and teamwork-intensive and are managerially oriented, so harder to outsource/off-shore than jobs in other technical fields.

With career flexibility, job security, and average starting salaries often ranked at the top of all concentrations at the Lucas College of Business, **MIS is your ticket to success!**

**MIS Student Association**

Our MIS student association, MISA, is a large and very active group, providing professional development, social events, and networking opportunities as well as leadership development for those who want to get involved as officers.

For more information, visit https://sjsumisa.org/