

A day in the life of Jennifer Smith

Jennifer looks at her watch, seeing only five minutes before her second meeting with the president and marketing director of Kitchen Magic. The company is about to launch a web site for selling remodeling services.

Jennifer has brushed up on best practices in industry and the current capabilities of the programmers in Chennai, India,



Today's Information technology professional is a business partner.

and is excited to tell the marketing representatives about new IT capabilities . Based on her

new knowledge, her proposal for a creative web site for Kitchen Magic will make it easier for clients to visualize various choices in wall and floor coverings, appliances, and cabinets. Links behind the scenes to suppliers' systems will provide unprecedented and dependable delivery and installation dates and price quotes. She foresees a tremendous competitive advantage for Kitchen Magic and walks into the meeting with a confident smile.

Picture Yourself Studying Information Systems ...and Embarking on a Successful career path!



Association for Information Systems

www.aisnet.org

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Studying Information Systems

"The secret is now starting to get out...there are more people working in IS/IT jobs in the US today than ever before... IS/IT has been and still is a great career path!"

- Kevin Horner, CIO, Alcoa Global Business Services



Studying Information Systems

Today's entry-level information technology professional faces an environment that is more exciting than ever before. Technology has people connected in ways that were previously unimagined, raising the possibilities to a new level. Also, firms are finding it more difficult than ever to find qualified IS/IT staff members, making this field one of the best for job seekers—despite the economy. Here are a few of the exciting things going on in the field today:

- Many new technologies allow a focus on design rather than convoluted computer code, leveraging your time and effort towards quicker and more meaningful results.
- Forecasts by firms such as Gartner and Forrester show that a very small portion of IT jobs are being outsourced, and the jobs that remain are all the more numerous, interesting, and meaningful than ever before.
- An unprecedented number of firms of all types and sizes need help finishing information technology projects of all kinds.
- "Today's information systems professional is less concerned with programming and more concerned with pairing industry knowledge with technology knowledge to achieve strategic goals and make positive change in an organization." - Michael Cincala, Manager at Deloitte and Touche

Picture Yourself as the "Hub" of an Organization!

- IT professionals interact with and contribute to every level of an organization's structure—making you an invaluable asset!"
- IT professionals translate information needs into technology needs and translate technological capabilities into new business capabilities. You will become a critical link in achieving important organizational goals.



Examples of how you can serve as a "Hub"

- **Business analyst**—determines technological needs of business people
- **Website designer**—determines how web applications should "look and feel"
- **Consultant**—Assists organizations of all kinds in solving information problems
- **Security assessor**—Determines security weaknesses and makes recommendations to tighten them up.
- **Business process designer**—Determines how to make an organization more efficient and profitable.
- **Medical records manager**—Provides proven technological solutions to medical practices.



Why Study IS?

- Technology touches all of us. It is changing constantly, and your skills and knowledge will be in constant demand..
- You can make a difference for organizations and people worldwide

"If you choose information systems, you will open doors for your future and have a distinct competitive advantage over your peers. The bottom line is that corporations of today find that there are simply not enough individuals to fill their needs."
—Jonathan Landon, Senior Consultant, Deloitte Consulting

- You can apply IT knowledge to energize a related area, such as "techno-marketing," "techno-finance," or even "techno-psychology."
- You can structure your career to fit your needs.—work alone, with other individuals, or with teams. Work with top executives, managers, or operational individuals. Work for yourself, a small business, or a multinational firm. The possibilities are endless.
- Choose how you want to study—programs can be found in both large universities and small colleges. They are diverse and emphasize either business, technology, or both.
- The "new IS professional" is a people-person but can also "talk technology," solving meaningful organizational problems.



Philip, a systems analyst, explains technological capabilities to a product manager