

# ITM MANAGEMENT (ITMM)

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## ITMM 464

### Social Media Marketing

Class participants will explore the tactics, tools, and strategies of incorporating new media channels to successfully grow a business and/or to maximize the goals of other types of organizations.

**Lecture: 3 Lab: 0 Credits: 3**

## ITMM 470

### Fundamentals of Management for Technology Professionals

This course explores fundamentals of management for professionals in high-technology fields. It addresses the challenges of the following: managing technical professionals and technology assets; human resource management; budgeting and managerial accounting; management of services, infrastructure, outsourcing, and vendor relationships; technology governance and strategy; and resource planning.

**Lecture: 3 Lab: 0 Credits: 3**

**Satisfies:** Communications (C)

## ITMM 471

### Project Management for Information Technology and Management

Basic principles of project management are taught with a particular focus on project planning for information technology hardware, software and networking project implementation. Management of application development and major Web development projects will also be addressed.

**Prerequisite(s):** ITM 100

**Lecture: 3 Lab: 0 Credits: 3**

## ITMM 481

### Information Technology Entrepreneurship

This course prepares students to become leaders in information technology and to build ITM companies. Students design and develop a prototype ITM product and prepare a business plan and venture proposal presentation.

**Lecture: 3 Lab: 0 Credits: 3**

## ITMM 482

### Business Innovation

This course is designed to teach innovative thinking through theory, methods, and practice of innovation. The course incorporates Einstein's thinking, and Edison's method to establish the innovation process that can be applied in current business environment. Current economic conditions and global sourcing requires that innovation becomes a leading tool for developing a competitive edge. Innovation has been considered a competency of educated, design engineering, and a selected few employees that has become insufficient today. Corporations and organizations need innovation to develop customer-specific solutions in almost real time.

**Lecture: 3 Lab: 0 Credits: 3**

## ITMM 485

### Legal and Ethical Issues in Information Technology

Current legal issues in information technology are addressed including elements of contracting, payment systems and digital signatures, privacy concerns, intellectual property, business torts, and criminal liability including hacking, computer trespass and fraud. Examination of ethical issues including privacy, system abuse, and ethical practices in information technology equip students to make sound ethical choices and resolve legal and moral issues that arise in information technology.

**Lecture: 3 Lab: 0 Credits: 3**

**Satisfies:** Communications (C)

## ITMM 487

### Product Management

This course explores the Product Management role in information technology and common processes, tools, and methods employed. Students will learn to identify business opportunities and market strategies as well as management of development teams in product developments that cross business and technology boundaries.

**Lecture: 3 Lab: 0 Credits: 3**