

# **MANAGEMENT INFORMATION SYSTEMS (MIS)**

## **New Data Analytics Track in MIS!**

The ongoing growth of data from the Internet, social media, and business transactions has given organizations the opportunity to gather a large amount of information. This trend has generated a need for professionals who can analyze the data and use it to support the organizational decision-making process. The Black School of Business is proud to offer the new MIS track in data analytics. This track will provide MIS and business majors with the tools to develop their professional skills. Organizations understand the value in utilizing data for making better business decisions and improving performance in all areas. Thus, students in marketing, finance, accounting and project and supply chain management amongst others can benefit from a double major or minor in MIS.

The courses offered as part of this track are:

- Introduction to data analytics (MIS 345). This class provides an introduction to fundamental concepts of data analytics.
- Management Reporting System (MIS 445) which develops insight and skills required to analyze management reporting systems, propose improvements, create reports, and also extract and package data using various software tools.
- Data Warehousing (MIS 447) is a course that focuses on fundamental principles and applications of data warehousing.
- Big Data Analytics (MIS 489) provides a broad understanding of the principles underlying Big Data analytics, and its applications in different domains.

If you would like more information about the MIS major or minor, please feel free to contact Dr. Kathleen Noce at [kxn9@psu.edu](mailto:kxn9@psu.edu).



*Dr. Ash Deshmukh,  
Department Chair*



*Dr. Kathleen Noce,  
Disciplinary Leader*

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## **Message from the MIS Disciplinary Leader**

**“Providing technology-based solutions with the right amount of technical and business knowledge— that’s MIS!**

**Black School of Business Management Information Systems degree offers three tracks: business process management, systems design and development, and data analytics.**

**Graduates with MIS skills are the candidates most often selected to head up an organization’s large system development and implementation projects or run its information technology functional unit.”**

PENNSSTATE



Erie The Behrend  
College

### **MILES SZKOKA '10 '12 MBA**

*B.S. in Management Information Systems*



#### **What is your current job/positions? What do you do in your position?**

I currently work for Jameson Publishing/VertMarkets, a B2B media company in Erie, PA, as a Web Content Specialist. My position focuses on working with IT-related clients to help them maximize the marketing campaigns they run on the company's websites, but also includes building websites for our events and trade shows, reporting on and analyzing website and newsletter performance, and managing our internal and customer-driven webinars.

#### **How did you find your current job?**

I found my job through the career fair at Behrend. I met with a manager from Jameson Publishing. After several interviews, I was hired and began work three days after graduation.

#### **What activities helped you the most once you graduated?**

Working as an intern with Dr. Kathleen Noce at Partnership Erie and moving on to help manage the interns during my MBA helped me secure the job I have now. The internship gave me experience working with multiple clients of all sizes, managing a small group of people, and designing and building websites.

#### **If you could go back and change anything about your time at Behrend, what would it be?**

One big change I would have made appears to have already been implemented. I would have liked to have the option to focus more on the business analytics side of the MIS major, as I prefer roles involving business intelligence over IT.

#### **How has your certificate(s) helped you since you graduated?**

My SAP certificate helped me to get a few interviews with companies using SAP and even companies using Oracle. Having multiple interviews provided me with more options when deciding where I wanted to work.

#### **What did you like most about Behrend?**

I liked the small class sizes at Behrend the most. Knowing all of my professors on a personal level, recognizing me in the halls, remembering things about me kept the lines of communication more open and made them more approachable. Two classes I really liked were MIS 387, which at the time dealt with web design, and the Personal Selling marketing class focusing on the sales cycle. MIS 387 provided me with the knowledge to design and create small websites quickly, which is what I use in my current position. Personal Selling helped me to understand how the sales department at my company functions. Knowing what I learned in the class helps me when calling clients and speaking with them on conference calls.

#### **What advice do you have for current students majoring in MIS?**

I would suggest you get a strong understanding of the options available to the major before you commit. Working with your

**“Work with your advisors, talk to your professors, and reach out to industry professionals.”**

advisors, talking to your professors, and reaching out to industry professionals to get a better understanding of what each role involves and what opportunities are available will ensure that you make the choice that are right for you. I would also suggest that you take full advantage of your internship by asking questions and getting involved as much as you can in the business with which you are interning. Working hard at your internship can open the door for a job at that company or give you the experience and knowledge needed to put you above other potential candidates when you are interviewing for positions after college.

The MIS program at Behrend was a great experience and all of the professors were deeply invested in making sure students were successful. Make sure to take the time to meet with professors in and out of class and attend the MIS-related events to help network. I would also advise looking into the MBA program at Behrend, as it taught me more about the business side of companies and gave me a lot of experience in working in teams with other business people taking classes with me. Combining the technical aspects of the MIS program with the business strategy and marketing, I focused on the MBA program and opened the door to the technical marketing position I have now, providing me with a great overview of all the different parts of a business and how they work together.

### MIRANDA PYTLARZ '14

*B.S. in Management Information Systems, Supply Chain minor*



#### What is your current job/positions?

I am a General Electric Oracle Implementation Analyst currently working as a Paradigm Infotech contractor.

#### What do you do in your position?

In my position, I support GE customers from an IT standpoint. I perform system administrator setups and tasks in their Oracle ERP system to support new enhancements, bug fixes, and user account access. When a project team needs something implemented, the entire implementation process starts with my team and me. Similarly, if users are facing an issue within Oracle, they reach out to me in order to help solve their issues. From there, it is up to me to gather necessary information and requirements so I am able to analyze the problem.

#### How did you find your current job?

Throughout my four years at Behrend, I developed numerous relationships with my professors. During my senior year, one of my professors—whom I had (and still have) a very close relationship with—passed my resume along to my current employer. From there, I got an interview and started my new position the following week.

#### If you could go back and change anything about your time at Behrend what would it be?

I have to say that I wouldn't change a thing about my time at Behrend. I loved every second of it.

#### How has your certificates helped you since you graduated?

Receiving the Oracle E-Business Suite and ERP certificates helped me understand Oracle and ERP systems, how they are used and how heavily companies depend on them in order to keep their business running. In my current position, it was extremely helpful to learn the basics of Oracle that enabled me to enter into this position with knowledge and comfort. I still want to learn! I continuously research various Oracle-related topics. When I was in school, I never thought I would buy another book again until I started researching Oracle's data warehousing techniques. I actually ended up buying two books on the topic and one of the most recent version of Oracle's database!

**“Be eager to learn in your classes and also in the workplace.”**

#### What activities helped you the most once you graduated?

I was extremely fortunate to start working part-time three months before I graduated. Looking for jobs early in my senior year was the most helpful activity. I also met with the Academic and Career Planning

Center staff and received an immense amount of help to shape my resume into something that would grab a potential employer's attention.

#### What advice do you have for current students majoring in MIS?

Soak up everything! Penn State Behrend's MIS program is amazing because it can cover so many different programming languages, software, and business IT methods and techniques. Although there is not enough time to become an expert in everything a professor mentions, dipping into the various software and languages drastically increases your value as an employee. Also, add your big projects to your resume. The odds are you will not have much experience in IT yet, so a strong Academic Projects section on your resume can display your abilities.

Starting in an entry-level job, people understand that you do not know the answer to every question. What grabs people's attention is your motivation to find the answer to questions you may not know

#### What do you like most about Behrend?/ What was your favorite class at Behrend?

The staff, hands down. Penn State Behrend is incredibly lucky to have such an amazing and helpful group of people working not only in the classrooms but also in the financial aid office, the Academic and Career Planning Center, The Black School of Business Office etc.

It is too difficult to pick just one favorite class, so my two favorites were MIS 445, Business Intelligence, taught by Dr. Ido Millet and MIS 387, Website Design, taught by Dr. Kathleen Noce.



### WHAT CAN AN MIS MINOR DO FOR YOU?

#### LINDA WALTON '12

*B.S. International Business and Marketing,  
minor in MIS*



**Linda is a perfect example of the benefits of MIS as a second major or minor. Although Linda minored in MIS, her primary job function focuses on management information systems.**

#### What is your current job/positions?

I am a senior IT Federal consultant specializing in Program Management and governance in the Public Sector Enterprise Application of IBM's Global Business Services. I perform various positions from junior support roles to security accesses and configuration management auditing for over 200 large complex applications. I combine this expertise with skills in change management, training and quality management efforts for Enterprise Application projects.

#### How did you find your current job?

I found my current job by attending the University Park fall career fair.

#### What activities helped you the most once you graduated?

The recruiter was pleased with how I incorporate SAP and MIS/IT with my degrees.

She stated that it is very difficult to find a graduate with a well-rounded skill set. I use my global skills when dealing with other contractors overseas using the various system applications!

#### If you could go back and change anything about your time at Behrend what would it be?

I would not change anything when I was at Behrend. I utilized my professors' office hours and trusted them with my career path. If one of my professors were to say to me, "it is important to learn XYZ," why wouldn't I put their advice into action? When I started, I did not plan to obtain an MIS major or SAP certificate. I was against anything that dealt with coding or programming because I wanted to just pass my classes and get out. However, my MIS professors (whether I liked it or not) really took their time with me. I did not start taking my next MIS course until my junior year. My professors helped me understand how I could better market myself from everyone else by taking my weakness and turning it into my strength. Now, I am an expert when it comes to testing within Oracle, Mercury Quality Center, and rational composer application while dealing with the top clients.

#### What advice do you have for current students?

Work on your weakness and turn them into strengths. Ask questions!!! The more you ask, the more people will recognize your desire to learn.

#### What further education or training have you do you intend to pursue?

I obtained my masters degree in International Business at Schiller International University (a one-year program) while working full

time. I am quite strong in international business so I am considering either obtaining a PhD overseas or taking the foreign service exam. I have been studying foreign languages (German and French) for the past three years to gain a competitive advantage over others in my field and to be the point of contact for overseas projects. For example, London HBSC Bank contacted me for help to set up their PMO department. I am their point of contact for any questions. I do have the opportunity to transfer overseas if that is what I want to do with my career.

#### How has your certificate (s) help you since you graduated?

When I handed the recruiter my resume, she took a red pen and circled "SAP Certified" over and over again. I did not even get through my 30-second elevator speech I had prepared. Regardless, it got me the job with IBM. My certification was just the start of all my work experience with Oracle, PeopleSoft, and etc. IBM understood that I had the ERP umbrella (SAP) and wanted me to work all of them.

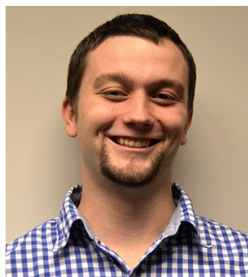
#### What was your favorite class at Behrend?

MIS Internship & Marketing Research The MIS internship was mostly about SEO and how social media and IT work together. I am in the process of starting up my own MENAFRIQ magazine for the African community to market and manage musicians within the Washington D.C area by utilizing SEO I had learned at Behrend and using social media as monetary funds.

**"You are a 'brand.' You need to continuously brand yourself even after you graduate."**

### BRIAN MORROW

*MIS and Accounting senior*



#### What is your current job/positions?

Quality Assurance Intern, Erie Insurance Group

#### What is a typical workday for you?

I start each day checking my emails. Sometimes there is a production issue that needs looked at as soon as possible and that takes priority over other work. I also prepare and execute various test scripts and document defects that I find in the testing process. I also attend a lot of meetings for projects and general status updates.

#### What did you learn outside of class?

During my internship, I learned many different systems and software that are not generally taught in school. Some of these systems are older side and some were developed in house, so they are not always featured in a college course. It takes much longer for a large company to update to newer systems and software because of the price and all of the testing that has to be done on the technology they already have in place.

#### What did you like the most?

I liked the fast-paced team environment where I worked. I never knew what the next day was going to bring and enjoyed the everyday challenges that came along with the unpredictability.

**“Keep your grades up. A lot of good companies require a GPA of a 3.0 to even be considered for an internship.”**

#### What advice do you have for current students?

The first thing I would stress is to keep your grades up. Many good companies require a GPA of a 3.0 to even be considered for an internship. Always do your best and be resourceful. Also, I would also say to take every networking opportunity you get. You will find that the more connections you make, the more opportunities you will receive.

#### What was your biggest takeaway?

Having an internship and gaining real life experience are two of the best things a college student can do. No matter how well you perform in the classroom, the outside world is much different.

### JUSTIN STAAB

*MIS and Finance senior*



#### What is your current job/positions?

Web Developer, Partnership Erie

#### How did you find your internship?

I heard about Partnership Erie through former interns. Due to the close relationships students have with professors at Behrend, I was able to contact Dr. Noce for more information.

#### What were some of your job duties?

As an intern at the company, I have had the opportunity to work with nonprofit organizations in the Erie community to develop a web presence. I work directly with clients to create or revamp their website, provide recommendations to improving their online visibility, and provide guidance on how to update online content.

#### What is one thing you learned from working that you would not have learned from classes?

Working as an Intern at Partnership Erie has given me the chance to interact with clients directly. These interactions have given me real industry experience in my field, as well as hands-on training to improve my communication, networking, and leadership skills. Being able to work with clients allows me to gain experience and skills that employers may be seeking after I graduate. I was given a great deal of autonomy in my job, which allowed me to take on many different responsibilities. This taught me how to manage my time, prioritize large projects, and apply what I have learned in school to my work.

#### What would you recommend to other students looking for internships/starting an internship?

Getting involved earlier on campus will increase your chances of acquiring an internship. Early involvement will allow you to find clubs that you are interested in and

allow you to acquire a leadership position in subsequent years.

As a Finance and MIS student, I have had the opportunity to get involved on campus and practice using skills across my majors. On Behrend's Student Managed Fund, I have been able to integrate concepts that I have learned in both majors to create a reporting system. I have also agreed to work with the Behrend Financial Management Association to redesign their current website using the skills that I've developed through Partnership Erie.

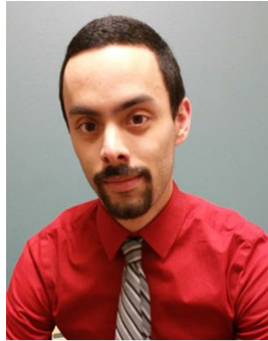
### What was the biggest takeaway from the experience?

Learning about creating and implementing a website as been the best takeaway. I have had the opportunity to create larger web presence for non-profits, which makes their services more accessible for the community. Being able to help the Erie community through this learning experience has instilled in me a sense of pride knowing I could be helping someone discover a service they need.

**“Being able to work with clients allows me to gain experience and skills that employers may be seeking after I graduate.”**

### M. PHILIP SHANK

*MIS junior*



### What is your current job/position?

Geek Squad - Advanced Repair Agent / Operations Agent

### What is a typical workday for you?

Typically, my days are very busy. I work around 32 hours a week at Geek Squad, Monday Wednesday Friday 4:00-10:00 and weekends 2:00-10:00. Education also takes another large chunk of my time. I am taking nine credits at Behrend, and six online through World Campus. The rest of my time is devoted to Prometheus and working on projects and web design.

### What have you learned from outside of class?

I have been learning and working with web design, PHP, HTML, CSS, and JavaScript for almost ten years now. I also developed my graphic design skills from experimenting outside of class and my interest in the field.

**“Getting involved earlier on campus will increase your chances of acquiring an internship. Early involvement will allow you to find clubs that you are interested in and allow you to acquire a leadership position in subsequent years.”**

### What is your advice for current students?

If you have an idea you want to develop, college is the time to do so. These resources at Behrend have helped me to start my dream of web applications, a dream I hope to continue long-term.

College is short, but an integral part of development. I found that a student cannot just go to class if he or she wants to be successful; seek out all the other resources and ask for help or advice.

### What did you like the most?

Faculty, hands down. Every faculty member I have asked for help or advice has surpassed what was asked of them, sometimes ten-fold. The environment is ideal for facilitating entrepreneurship and pursuing a lifetime of learning.



## Faculty Research

### DR. AMIT DEOKAR

Associate professor of MIS

The Black School of Business welcomes Dr. Amit Deokar as the newest MIS faculty! Dr. Deokar received his PhD in Management Information Systems from the University of Arizona. He also earned a MS in Industrial Engineering from the University of Arizona and a BE in Mechanical Engineering from V.J. Technological Institute, Mumbai.

#### How would you describe your teaching style or method?

I would say my teaching method is centered around few key strategies. First, I think stimulating student interest in the topic is key. I try to do this through a variety of ways including short videos, popular press articles, recent news stories and such. Second, conveying key principles is essential to learning a new topic. I consider it important to provide a holistic view of any topic before delving into the details. I always ask myself - what are the 2 or 3 things about this topic that I would want the student to remember long after the course is over. I try to emphasize them thoroughly through different means such as hands-on activities (“learning by doing”) and discussions. Third, providing access to information and expertise is important. Once students understand the foundational principles, they need to have access to relevant information in order to build a strong knowledge-base. I make it a point to share insights and experiences from real-world projects, relying on published teaching cases, prior and ongoing research projects, and inviting industry experts as guest speakers where feasible. Last, but not least, I try to provide personalized feedback and direction to students to help them succeed in their learning goals throughout any course.

#### What made you want to become a professor?

I truly enjoy learning new IT tools and techniques that have real-world applications. I was attracted to MIS by the fact that it is perfectly positioned at the intersection of business and technology, focusing on solving real business problems by applying technology in the field, be it process management systems, CRM systems, or business

analytics. Also, ongoing technological innovations provide tremendous opportunities for exciting practical business applications and learning.

As a life-long learner, I also enjoy sharing this knowledge with others and inspiring to learn. Its really a joy to see someone experience an aha-moment. I did not technically plan on being a professor, but as a graduate student I had opportunities to engage with students as an instructor, which helped me realize the fun in teaching and learning at the same time. That really sealed the deal for me and I made a commitment to be a good teacher moving forward.

#### What do you like most about Behrend? What are you looking forward to?

I prefer to live in a small town and work at a school, so Penn State Behrend is a good place for me to start my career. With the small faculty to student ratio and the close relationships between col-leagues, I can establish “customized” care for students and create interactive research connections with other faculty members. I anticipate a family-like environment with students and col-leagues at Penn State Behrend, which will let me feel as if it is my second home.

#### What do you like to do in your free time?

I enjoy spending time with my family and have fun playing with my two daughters. We like to visit new places during vacation. I also enjoy watching tennis (Federer fan!) and cricket. Currently, I am following World Cup Cricket currently going on in the land down under

#### What is your favorite topic to research/work on within MIS?

Digital marketing analytics and text analytics are two areas which I am currently working on and find to be fascinating. I find digital marketing domain to be extremely rich with unique research problems, both in terms of technology (e.g., scalability, dealing with messy data, cross device issues, and so forth) as well as management (e.g., understanding customer feedback by listening to what customers are saying through their browsing and shopping patterns). Text analytics is another huge area which has applications in several domains and has attracted my attention. I am currently work-

ing on analyzing text data in the finance domain to investigate how companies are dealing with information security breaches.

While these areas are fascinating from research standpoint, the reason I also find them enjoyable is because I get to learn a lot of new techniques and tools while addressing the research topics. These tools and techniques have many practical use and applications for industry, which I try to bring to the classroom as well.

Dr. Deokar is currently working several research projects in the analytics space. In one of the projects, he is collaborating with a sports retail company in which he is researching techniques for analyzing user clickstream data. Several interesting questions can be asked of this kind of user website logs, such as predicting the likelihood of a consumer making a purchase, and the marketing channels to which a purchase may be



### DR. DEOKAR'S RESEARCH

attributed to, and so forth. Another project that Dr. Deokar is working on involves data from a digital marketing agency. He is investigating techniques for finding user personas based on user interactions from various marketing channels. Besides the marketing domain, he is also working in other application domains like finance and criminal justice to analyze data from public domain to address interesting analytics questions. For example, Dr. Deokar is employing text analytic techniques to analyze data from initial public offering (IPO) process to draw inferences related to overpricing or underpricing phenomena. Dr. Deokar is always interested in working with students and involving them in projects. Students interested in working with him are certainly welcome to contact him at [avd108@psu.edu](mailto:avd108@psu.edu) or visit with him in Burke 268.

## INDUSTRY PARTNERSHIPS BENEFIT STUDENTS

Eight representatives from U.S. Steel visited Penn State Behrend on Wednesday, October 8, as part of U. S. Steel Day in the Black School of Business. The goal of this event was to build a partnership between the company and Penn State Behrend. The strengthened relationship with U.S. Steel, the Black School of Business, and the School of Engineering will provide an opportunity for U. S. Steel to gain a deeper understanding of programs and curriculum, and the partnership opportunities they present.

Faculty members and students learned more about the company, internships, and career prospects at U. S. Steel. Impressed by our students' option to develop skills and earn certificates in Oracle, U.S. Steel representatives have pledged to reserve seven summer internships for Penn State Behrend students—a commitment that has not typically been made to colleges and universities. (U.S. Steel recruiting has been centered in a long-standing, well-defined co-op program that spans several semesters.)

A special networking event for students closed the day's visit, but will open the door for many potential opportunities. U.S. Steel representatives have since come to speak to MIS classes about the company and job opportunities.

According to Dr. Noce, "U.S. Steel will continue to have a presence on campus. They are impressed with our students and our Oracle curriculum and want to continue to grow the partnership. We are currently identifying some learning by doing projects with various departments of the company."



*Dr. Kathleen Noce and visitors from U.S. Steel and members of the School of Engineering met to collaborate on ideas for internships and job opportunities for our students.*



*U.S. Steel panel discussion with Black School of Business students*



## PENN STATE BEHREND IS ONE OF THE ONLY SCHOOLS IN THE COUNTRY TO HOST THE EBUSINESS SUITE

The Oracle Academy has selected the Black School of Business for a continued partnership in Oracle software and official curriculum distribution. The Black School of Business displayed an expertise and skill using the complex eBusiness suite that not only impressed the Oracle Academy, but also designated the school as an institution worthy of the partnership. Oracle has decided to terminate its program at other universities due to maintain its offering of the highly sought-after Oracle software and training to students.

The Oracle Academy will continue to provide the Black School of Business with the Oracle eBusiness suite software. The suite is an ERP system widely used by industries around the world, along with other Oracle tools. Also of note, the Black School of Business has installed the Oracle NoSQL database and uses the training modules provided by Oracle Academy to demonstrate big data and data analytics concepts with real-world examples in courses.

Behrend is one of the few schools in the world with a live instance of the eBusiness Suite version 12R. This is a complex application that is difficult to maintain, but the School of Business is fortunate enough to have. The use of Oracle's database software and its eBusiness suite has enabled the school to partner with a number of companies like U.S. Steel in Pittsburgh to offer internships to our students. These relationships are continuing to grow and more real-world opportunities for students are developing.

Currently, the MIS program is adding Oracle Business Intelligence to integrate into its data analytics curriculum. The Oracle Academy recently sponsored a five-day virtual training for faculty and some students on the BI module. This training enhances the program's ability to teach this information in its courses, provide real world examples, and provide the Oracle online curriculum used by industry. In addition, the Oracle database, which is used



*Mrs. Janice-Totelben, senior lecturer in MIS, is coordinating the Oracle partnership and certificate program*

as the foundation of most ERP systems around the world-including SAP, is also offered as part of the curriculum in our MIS 336 and MIS 407 courses.

**The Black School of Business and the MIS program will be showcased on the Oracle Academy website as Star Oracle School.**

## PARTNERSHIP-ERIE AWARDED \$102,000 GRANT



*Dr. Kathleen Noce, senior lecturer in MIS will lead the WALTER project*

The Pennsylvania Great Lakes Services Integration research team will be conducting a three-year study and assessment of bluff recession rates and hazards along the Pennsylvania portion of the Lake Erie coast. The intention is to integrate ecological and economic data, services guidance, and information. As part of this grant of over \$700,000, Partnership-Erie (PE) has been awarded \$102,000 to develop a website portal called the Pennsylvania Great Lakes Water and Land Technical Resource Center (WALTER).

PE will design and build the WALTER framework as well as, integrate the content, databases, and the GIS system data to feed information through the website. SEO and Analytics strategies will be integrated to ensure adequate marketing and evaluation of website usage.

Dr. Kathleen Noce co-investigator, will oversee the WALTER project. She is excited about the opportunity the MIS team will have to implement what they have learned.

## PARTNERSHIP ERIE CONNECTS STUDENTS AND COMMUNITY

Partnership Erie in the Black School of Business had a busy year of design, development, community service, and service learning opportunities for students. Through the MIS 387 course, students were involved in community service activities, in which they were able to apply the experience of website development to their personal and academic development. This course creates a balance between learning goals and service outcomes. The course objectives of MIS 387 are linked to real community needs that are designed in cooperation with the defined community partners and service recipients.

Not only did the students gain the knowledge needed to design websites but they also learned the importance of giving back to the community. There

was great enthusiasm for the projects and students expressed an increased understanding and commitment to community issues. Additionally, Partnership Erie provided numerous internship opportunities for students to gain a greater appreciation for the technologies needed to develop a professional web presence and provide a valuable service to the community. Through the interns and a graduate assistant, we were able to provide new development, graphic design and web management for non-profit organizations.

Students participate on teams with each client having two competing teams. Each team will develop a website structure and design along with an online and social media strategy recommendation. The client will choose one or a combination of each website. Partnership Erie interns then take the site to the next level by finalizing the design and placing the site in to Drupal, a content management

system that allows each functional area to maintain the content without technical or design expertise.

This year alone, over 25 organizations have benefited from the service and skill of students in the Black school of business through MIS 387 and Partnership Erie.

**Many job opportunities arise as a result of the work completed by Partnership Erie.**

**“Students enjoy the opportunity to work directly with clients.”**



Dr. Kathleen Noce  
MIS And Partnership Erie



Just a few of the websites developed by MIS students in the Black School of Business through Partnership Erie

CURRENT MBA STUDENT USES MIS SKILLS IN NEW CONSULTING BUSINESS



Amanda Smith, a current MBA student working as a graduate assistant in the MIS department for Partnership Erie, has her undergraduate degree in marketing. She has learned the importance of MIS while finishing her MBA and how MIS complements her marketing background.

She currently works with Dr. Noce and Partnership-Erie designing and implementing websites for nonprofit clients and uses her background in marketing to help center her designing around digital marketing principles.

"You will never realize how much you can accomplish until you step outside of your comfort zone and go for it."

Her typical workday includes meeting with students and interns who are seeking help in their web design projects, meeting with

**"You will never realize how much you can accomplish until you step outside of your comfort zone and go for it."**

clients, designing websites, and also helping to market the MIS department through Facebook.

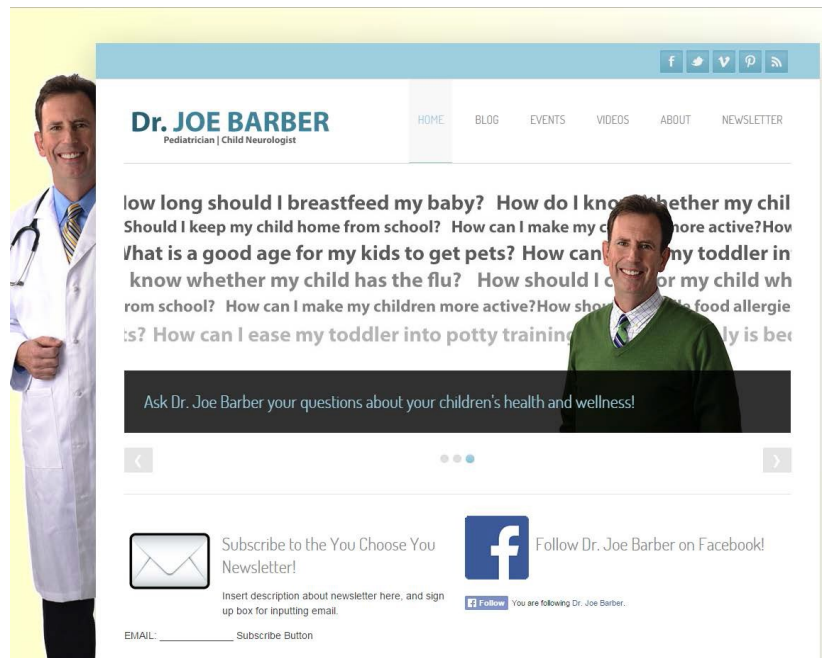
She has worked on projects for Sickie Cell Anemia of Erie, St. Paul's Roman Catholic Church, Global Youth Service Day, and many more. With her combination of marketing and MIS expertise, Amanda has started doing her own freelance work for local clients. She helps clients create marketing-centered websites, manage their social media, and integrate their missions through a positive and active web presence. She encourages anyone interested in marketing to consider choosing MIS as a second major or minor.

She has presented the topic of social media management to students and continues to research and learn more about what social media can do to help businesses and non-profits. Although she learned a great deal about web design and techniques from MIS 387, Amanda has also taught herself even more about SEO, SEM, social media,

and various content management systems for websites including Drupal and WordPress.

**"In today's technology driven world, it is not just about whether you can create a SWOT analysis or select a target market, it's about applying those marketing principles through MIS. Everything organizations do today revolves around a web presence, and if you understand MIS as it applies to marketing, you will open up a lot of job opportunities for yourself."**

Her advice for current students would be to explore on your own - MIS is constantly changing and there is always a new programming language, software, or program to learn. Take what you learn in class and use that to do your own research and learn on your own.



Dr. Noce introduced Amanda to her first client, Dr. Joe Barber. Amanda has created his new website and will develop a social media and analytics strategy.



**MIS STUDENT COLLABORATES WITH OTHER STUDENTS TO CREATE A NEW COMPANY FOCUSED ON INNOVATION THROUGH TECHNOLOGY**



Penn State Behrend Students have come together to create a launch Prometheu5, a new corporation that aims to improve the lives of clients through innovation. Prometheu5 was founded in early 2013 when students M. Philip Shank (MIS and systems analysis) and

Thomas F. Roseman (software engineering) came together to work on the project. Students Logan Carrigan (business economics and finance), Dylan Rossi (economics and MIS), and Zachary Stickle (MIS) would later join the team. The group is happy to announce their intentions to incorporate, slated for May of this year. Prometheu5 will incorporate in the state of Delaware as an S Corporation with 10,000,000 shares, utilizing the assumed par value capital method to calculate the amount of franchise tax due.

For those wondering about the meaning behind the company’s unique name, both the name and the mission come from the mythological Greek Titan named Prometheus, who brought fire, a tool of the gods, and gave it to man risking everything in the process. This theme of philanthropic help coincide with the mission and goals of the corporation: to become a provider of innovation to better the lives of not just clients, but humanity as whole. Prometheu5 will begin its work with a focus its attention on information systems and databases to address problems currently found with scheduling and appointment management.

The first services offered by Prometheu5, Khromnesty Appointment and Scheduling Manager, were offered to the Sam and Irene Black School of Business at Behrend for beta and gamma testing. Upon the successful completion of beta and gamma testing, Prometheu5 will offer its services to Behrend in its entirety and then release the delta version Penn State University as a whole. Once products are established, Prometheu5 will enter the software market and build relationships with clients in, but not limited to, the healthcare industry, the higher education industry, government institutions, and electronic retailers. The corporation anticipates becoming a leader in new software and technology while offering frequent and innovative new products. Prometheu5 is a great example of what students in the Behrend MIS program can do with their knowledge, vision, and drive.



*Phil Shank, Logan Carrigan, Tom Roseman, and Dylan Rossi*

**ITC PROJECT TEAM DESIGN NEW MOBILE APPLICATION FOR UPMC HAMOT**



*Brian Lewis, Alec Gall, and Adam Winterbottom*

UPMC Hamot was looking for a way to quickly circulate emergency and general announcements, research, and urgent hospital news to doctors and administrators to their smart phones.

The ITC team of students, Alec Gall (MIS major), Brian Lewis (MIS/CMPSC major) and Adam Winterbottom (software engineering major) with Dr. Kathleen Noce as the faculty champion, are in the process of designing a mobile application to replace their current approach to dispatching important information. The initial primary target will be the hospital’s doctors. The team plans to use the hospitals database to acquire doctor information for message sending and create the initial interface to allow for user login and the push of information. The application will be beta tested by August and implemented shortly thereafter. This will strictly be utilized by UPMC Hamot Hospital at this time with hope for growth into other areas of the hospital.

MEET THE MIS CLUB OFFICERS



MIS Club's officers at their first meeting. From left to right: Nick Smith, Brian Morrow, MIS Instructor Mr. Chris Wassel, Phil Marrucci and Matt DiDiano

The Management Information Systems (MIS) Club at Penn State Behrend was officially reinstated in the fall of 2013. Now it is an official student chapter affiliate of the Association for Information Systems (AIS). The club holds monthly meetings that include guest speakers and student presentations, along with the chance for fellow and faculty to get to better know one another. Having a student chapter of the AIS brings many more opportunities to the club. These opportunities include attending conferences with student chapters across the nation, information systems competitions, and many more that benefit club members.

**President- Brian Morrow**

Brian is a senior MIS (business analyst option) and Accounting dual major. He was born and raised in Erie, PA. Brian recently accepted a fulltime position at Erie Insurance in their IT Apprentice Program. Some of his hobbies include longboarding, modified pitch softball, playing the drums, and relaxing.

**Secretary- Phil Marrucci**

Phillip is a Senior MIS major completing the systems analyst option. He is from Erie, PA. Some of his hobbies include video games, web development, and technology-related activities such as building computers.

**Vice President- Matt DiDiano**

Matt is a senior MIS and PSCM major. He is from Export, PA (about 20 miles east of Pittsburgh). He was recently hired as an IT Analyst by Bayer Business Technology Services in Pittsburgh. During his time at Behrend, Matt was a three-year athlete. So, he loves to play sports in his free time—specifically baseball, football, and tennis. In addition to playing and watching sports, Matt enjoys skiing, playing guitar, and reading.

**Treasurer- Nick Smith**

Nick is a junior MIS and PSCM dual major. He also plans on acquiring my SAP and Oracle certifications before he graduates. During his time here at Behrend, Nick has taken part

in several great opportunities outside of traditional classes. He has been interning at GE Transportation doing general IT support and database development and administration for the last 15 months. All of these opportunities gained through the knowledge he learned in class have given him a lot of real-world experiences that he plans to take with him the rest of his life. Outside of school, Nick spends his time following and playing sports, especially baseball and basketball, hanging out with friends and family, hunting and enjoying the outdoors. Behrend and the MIS program have provided him with a great college career and beginning of his professional life so far, and he encourages anyone interested MIS in it to pursue it further.

## IMPACT

### DYNAMIC SPEAKER FOR MIS CLUB MEETING

On November 18th, the MIS Club hosted its first guest speaker of the school year. Jamey Stewart, owner of Mega Media Factory and Video Cover Letters, spoke about the importance of having a professional web presence. Part of the presentation touched upon the value of having a personal website, using social media for professional purposes, also having a video professionally presenting skills and experience to prospective employers. Jamey also talked about his experience in media and web design.



*Jamey Stewart of Mega Media Factory and Video Cover Letters*

## MARK YOUR CALENDARS...

### Erie Insurance MIS Tour, April 29 4:30 - 6:30

For any students interested in an information technology internship and career opportunities, there will be a tour of Erie Insurance at 100 Erie Insurance Place. Join us to hear from the company leaders and learn more about IT opportunities. Please RSVP by April 24 at <http://www.signupgenius.com>. Food and beverages will be provided.

## GET INVOLVED

**Students:** Attending just one (or 10) club event(s) per semester can change your path and perceptions for a lifetime. Previous event attendees have used the knowledge they gained from one conversation to earn their first interview, get their first job, change their concept of a specific job, or open their eyes to a world of possibilities. Take a deep breath, and walk through the door. You are welcome here.

**Alumni and Friends:** Your time, experiences, insights, and perspectives are valuable—perhaps more valuable than you know. We want to know what impacted your career, your perspectives, and your life. Tell us through the Black School of Business Facebook page, the newly-created (and growing) Black School of Business LinkedIn group, or by emailing Ariana Gloeckner, newsletter coordinator, at [azg5486@psu.edu](mailto:azg5486@psu.edu)

### **Penn State Erie, The Behrend College Black School of Business**

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