

## Association for Information Systems AIS Electronic Library (AISeL)

---

AMCIS 2010 Proceedings

Americas Conference on Information Systems  
(AMCIS)

---

8-2010

# Investigating the Introduction to IS Course: Do Faculty, Recruiters, and Students Value the Same Content?

Scott McCoy  
*College of William and Mary*

Andrea Everard  
*University of Delaware*

Brian Jones  
*Tennessee Technological University*

Follow this and additional works at: <http://aisel.aisnet.org/amcis2010>

---

### Recommended Citation

McCoy, Scott; Everard, Andrea; and Jones, Brian, "Investigating the Introduction to IS Course: Do Faculty, Recruiters, and Students Value the Same Content?" (2010). *AMCIS 2010 Proceedings*. 519.  
<http://aisel.aisnet.org/amcis2010/519>

This material is brought to you by the Americas Conference on Information Systems (AMCIS) at AIS Electronic Library (AISeL). It has been accepted for inclusion in AMCIS 2010 Proceedings by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact [elibrary@aisnet.org](mailto:elibrary@aisnet.org).

**Investigating the Introduction to IS Course: Do Faculty, Recruiters, and Students Value the Same Content?**

*Scott McCoy<sup>1</sup>, Andrea Everard<sup>2</sup>, Brian Jones<sup>3</sup>*

1. College of William and Mary, Williamsburg, United States. 2. University of Delaware, Newark, DE, United States. 3. Decision Science, Tennessee Technological University, Cookeville, TN, United States.

This research focuses on the possible impact of the Introduction to Information Systems (IS) course on declining IS enrollments. The declining enrollments are so widespread that ACM/AIS has redesigned its curriculum in an attempt to reverse this trend. Although all majors in a Business School are typically required to take the Introduction to IS course, the real or perceived value is unclear. In this paper, we examine the content of the Intro to IS course recommended by ACM/AIS from the perspective of three stakeholders, students, faculty and recruiters. If a disconnect is found among the stakeholders, recommendations on future directions will be made.