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

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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.