Explore Information Technology

1. *What is Information Technology?*
   Information Technology is about more than the technical or computer science. It is about preparing you to work in a world of Big Data where every aspect of business is digitized, distributed, mobile and increasingly cloud-based. IT gives you the necessary perspectives and analytic, technical, organizational, and strategic skills to succeed through digital business innovation.

2. *Where should I start if I want to learn more about information technology?*
   15.565J – Digital Evolution: Managing Web 3.0

3. *Which courses will help to prepare me for a career in information technology?*
   M = counts for the *Course 15 major* | m = counts for the *Course 15 Management minor* | ms = counts for the *Course 15 Management Science minor*

   **15.320, Strategic Organizational Design**
   | M | m | Syllabus
   Focuses on how IT creates new organizational processes through democratic decision-making, crowd-based organizations and other forms of collective intelligence.

   **15.358, Software and Internet Entrepreneurship**
   | M | m | Syllabus
   Focuses on founding, managing, or understanding a startup business based around software and digital technologies. Includes techniques for product development and project management.

   **15.376J, Media Ventures**
   | M | m | Syllabus
   Surveys entrepreneurship based on Media Lab technologies to increase understanding of how digital innovations grow into societal change.

   **15.565J, Digital Evolution: Managing Web 3.0**
   | M | m | Syllabus
   Presents emerging Web 3.0- transforming the Web into a database, enabling Big Data, and the leveraging of AI technologies.

   **15.567, The Economics of Information: Strategy, Structure and Pricing**
   | M | m | ms | Syllabus
   Studies effects of digitization and technology on industry, organizational structure, and business strategy.

   **15.570, Digital Marketing and Social Media Analytics**
   | M | m | Syllabus
   Provides a detailed, applied perspective on digital marketing and social media analytics in the age of big data.
15.571, Enterprise Transformations in the Digital Economy
| M | m | Syllabus
Explores through case studies, in-class exercises, and executive visits what firms must do to convert IT strategy into an asset.

4. Which MIT Sloan research centers and initiatives focus on information technology?
   - **Center for Information Systems Research (CISR):** Studying how organizations generate business value from information technology.
   - **Center for Digital Business:** Investigating the latest trends and techniques in digital (internet-enabled) business.
   - **Center for Collective Intelligence:** Exploring how people and computers could be connected so that collectively they act more intelligently than has ever been done before.
   - **Initiative on the Digital Economy:** Addressing the impact of digital technology on business, the economy and society.

5. What are my career options?
   - Sample of potential employers – Akamai, BCG, Oliver Wyman, Oracle, PwC, Salesforce.com, Sears Online, Google, EMC, Amazon
   - Sample of potential fields – IT consulting, cloud architect, web development, mobile app development, software product management, tech sales

6. What are some useful career resources?
   - **MIT Global Education and Career Development Office**
   - **MIT Sloan Undergraduate Career Resources** (*Sloan students only*)
   - MIT Association of Student Activities - **Student Groups**
   - MIT Sloan Student Life Office – **Student Clubs**