

Information Systems Management



Duration of studies

4; 4,5 years

Qualification

Business Administrator

ISMA prepares IT specialists providing knowledge and practical skills in the spheres of:

- ▶ social media
- ▶ online advertising
- ▶ digital marketing
- ▶ IT project management

Statistics

- 79% of shoppers make purchases online
- Online advertisement costs have exceeded TV advertisement costs
- IT and e-commerce markets are developing rapidly



Digital technologies - stable growth

- constant increase of income

- will be actual now and in the future



What will you learn?

- Management or **Soft skills**: the ability to competently build interaction in a team
- Application of computer programmes to create **graphics** and **media advertisements**
- **WEB-design**: creation of prototype, studying colours, fonts and layout
- **WEB-development**: understanding of the processes of web-sites creation and work with **CMS**
- **SEO** and **marketing strategy**: how to promote a business online
- **Online advertising**: how to ensure maximal sales to your customer
- System and project planning programmes: **AXURE**, **MS Project**, **MS Visio**

Your prospects



- You are in high demand – the rapidly growing sector of IT industry is attracting specialists of various professions and managers are not an exception, which means it is an advantage if you are already competent in the sphere
- Increased remuneration and future salary growth due to the rapid growth of the industry
- Without geographic limitation – you are in demand all over the world



Why ISMA?



- The academic staff includes successful professionals
- After the 1st year of studies successful students combine studies with work for leading IT-companies
- Internship opportunities in European countries
- Opportunities to study foreign languages
- The cost of living in Latvia is lower, which reduces your costs while studying
- Your knowledge will be in demand in any country of the world



And, by the way, the most successful Latvian entrepreneur of 2015 – 2016 is also leading an IT company