Right-brained versus left-brained—are you one of those unique individuals who has skills associated with both? Do you enjoy finding new and imaginative ways to use technology? As you explore majors, are you struggling to choose between a technically-focused program that’s strong in math, technology, or science, and a bachelor of arts degree where you can explore your creative interests? If this describes you, then let’s talk about a bachelor of arts in information sciences and technology (ISTBA).

The ISTBA degree provides you with new and creative avenues of study in which you can blend information technologies with the arts, humanities, social sciences, and other similar areas. The flexibility of the curriculum allows you to combine information sciences and technology courses with your creative interests.

With the ISTBA program, you will design your own course plan with the help of an academic advisor. Potential focus areas include:

**COMMUNICATION ARTS & SCIENCES**
To pursue a career in communications, you need a basic understanding of information technology and information management. You’ll learn how technology is used in business and personal communications.

**HEALTH POLICY ADMINISTRATION**
There is a growing need for medical professionals who understand how to apply technology to the health care system. You can learn about how the evolving field of medical informatics is impacting the future of health care.
HOTEL, RESTAURANT, AND INSTITUTIONAL MANAGEMENT
From online reservation systems to interactive kiosks, technology is vital for hospitality professionals. You’ll learn the skills to direct the planning, design, and analysis of information technology for hospitality companies.

PRE-LAW
A background in the legal aspects of information technology can help you understand topics such as intellectual property and international law. This unique perspective may also help you stand out on law school applications.

The fine print: Students in the College of IST officially declare an academic major and option during the second semester of their sophomore year. In order to enter the ISTBA program, you must submit a proposal by your third semester outlining your educational goals, and earn a grade of “C” or better in two of the courses listed to the right by the second semester of your sophomore year.

For more information:
explore.ist.psu.edu
futurestudents@ist.psu.edu
866-225-8707

Like what you’ve read so far? If you’re curious about the classes you’ll be taking, here’s a little more info on our core courses:

IST 110: Information, People, and Technology
From buying music online to posting photos on Facebook, you use technology every day to communicate. This course introduces you to the landscape of IST—where information, people, and technology intersect. We tackle questions like: How can technology help organizations adapt rapidly and creatively? How do people perceive technology and those who work in the IT field?

IST 130: Emerging Technologies in Popular Culture
What does reality TV say about our society? How does alcohol advertising target college students? Popular culture is shaped by the development of new technologies of text, sounds, and image recording and distribution. In this course, you’ll analyze the intricate relationships between industry, emerging technologies, and popular culture.

IST 210: Organization of Data
Where would you go to buy textbooks online from other students? How does a company that develops websites for carpool and football ticket sales keep track of its inventory? This course introduces you to the storage, retrieval, manipulation, analysis, and display of information. You’ll learn to use commercial database systems such as Oracle.

IST 220: Networking and Telecommunications
Whether in a coffee shop, library, or in your own home, chances are you’ve used Wireless Internet somewhere. How do these networks stay up and running? In this course, you’ll learn about digital networking and telecommunications and their applications in information systems.