

CLOSING THE INFORMATION TECHNOLOGY & INFORMATION SYSTEMS GAP

Oklahoma City, OK 12/10/09. Businesses without a firm grasp of IT/IS needs are hemorrhaging revenue dollars, spelling doom for many in this recessionary economy. Oklahoma-based education technology leader, Vertical Learning Curve (VLC) offers new courseware package to educators and management professionals that will allow them to circumvent common pitfalls and remain viable in today's volatile market place. Success in business depends on how competently businesses manage Information Systems (IS), Information Technology (IT), and e-commerce. *

VLC is setting the industry-standard in online learning. Their V-Learning™ courses offered by a list of colleges and universities utilize the most sophisticated motion-capture animation technology available. Their aim: to immerse students in a world with virtual characters in a simulated company and marketplace. Using experiential/immersive techniques, "never before has there been an opportunity [for] cognitive and emotional sharpening through this kind of learning experience [John C. Maxwell, bestselling author, *The 21 Irrefutable Laws of Leadership*]." VLC's new course offering, **MIS & E-Business**, equips business students and current business managers with IT/IS know-how.

This new 13 module course in Management Information Systems and E-Business addresses Information Systems hardware, software, data, procedures, and people management. It tackles issues in managing data, information, and knowledge and confronts management concerns regarding trends in the administration of IS functions--all set in real-world business situations. This new course is available to college and university students as an undergraduate or graduate level course and to corporate employees as a certificate course via VLC's Corporate Online University offering.

What happens when managers don't understand IT/IS? "Managers have to not only understand but be thought leaders in the unique requirements of managing IT products and processes. If the management is out of touch, the company will not reach its maximum potential," says a Senior Software Developer for a major defense contractor. The **V-Learning™ MIS & E-Business** course gives managers and business students the tools to both understand and maximize their companies' financial potential.

Why do so many IT projects fail? An IT Professional at a company employing over 20,000 employees offered his firsthand assessment: "So often I have seen ineffective management cause a breakdown in the ability of the IT organization to operate and organizations always lose money when their systems are down." The **V-Learning™ MIS & E-business** course enables better decision-making, teaching how to avoid systems failure and prevent revenue loss due to ineffective management of IS/IT. Because of the unique learning experience VLC provides, students are prepared to hit the ground running.

"For many managers, MIS and e-business are topics that sit on a distant peak shrouded in mist and mystery. Totally engaging, this course does for MIS and e-business what flight simulators do for aspiring pilots. Be there. See it. Hear it. Feel it. And learn," Dr. John Cragin, CEO, Vertical Learning Curve.

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If you'd like more information on this topic, or to schedule an interview with CEO, Dr. John Cragin, please call Elizabeth Hunter at 405-601-2931 or e-mail at Elizabeth.Hunter@VLCglobal.com.

For more information please visit: <http://www.vlcglobal.com/corporate/UniversityServices.aspx>

*For background research see: *Business Week*, 12/04/09, "Sector Snap: Information Technology Shares Gain," Associated Press & *Financial Times.com*, 10/14/09, "Goodbye, Macroeconomics," by Eli Noam.