

**Student Interest in the IS Specialization as Predictor of the Success Potential of New Information Systems Programmes within the Schools of Business in Kenyan Public Universities.**

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**Abstract**

The focus of this study was to evaluate the success potential of new information systems programmes within the schools of business in Kenyan public universities using student interest in the information systems specialization as predictor. The study argued that student interest in the specialization should inform whether or not new programmes would succeed if launched. Using the survey research method, the study gathered and analyzed data on student interest in the information systems specialization both before and after taking an introductory IS course and was able to establish that enhanced interest, enabled by the course, increased their likelihood of choosing the IS specialization, thereby pointing to the success potential of new information systems programmes within the schools of business in Kenyan public universities.

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