

# Information Management Emphasis Guide

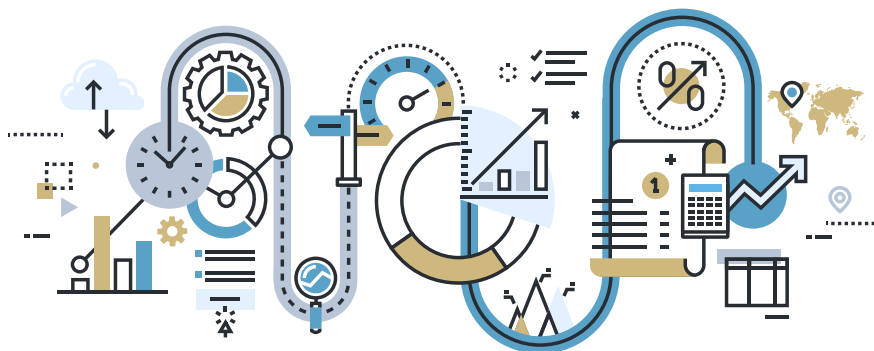
## Career Guide

### EXPLORE

The most significant enabler of quality decision making is the careful management of digital resources. Useful information must be captured and organized in a way enabling managers to understand how much value is being added by the organization's activities. Students graduating from the **Information Management and Analytics** track know how to organize digital resources, solve business problems, and develop cutting-edge technologies. Students are trained to **solve deep problems** using tools, methods, and techniques for addressing issues related to the **adoption of new technologies** in organizations. These technologies are used to get the right information to the right people at the right time.

### Industry Overview

After completing the **Information Management and Analytics** track, students find opportunities as consultants, business analysts, project managers, data analysts, web developers, IT auditors, software developers, and many other rewarding careers. Recent Information Management and Analytics graduates have gotten jobs with Google, Facebook, Price Waterhouse Coopers, Accenture, Deloitte, KPMG, Hitachi Consulting, Ernst & Young, Rally Software, Conoco Phillips, Brocade, and other world-class employers.



### Recruiting Timeline

#### ► Fall Semester

Large corporate companies will begin recruitment in the fall for internships and jobs; however, the main focus of recruitment will be in the spring for internships and full-time positions.

#### ► Spring Semester

Recruiting begins in January and will run throughout the semester for both summer internships and full-time positions.

### Top Hiring Industries

- Consulting
- Digital Marketing
- Energy
- Entertainment and Leisure
- Financial Services
- Food and Beverage
- Government
- IT and IT Services
- Media Non-Profit
- Transportation

### Additional Tips

#### Organizations to Join

- Leeds Association for Information Systems
- Leeds Consulting Group
- Applied Data Science Club

#### Events & Networking

- Attend Career Fairs
- Attend Meet & Greet/Office Hours with employers

#### Course Electives Employers Notice

- Marketing Research and Analytics
- Supply Chain Management
- Managing Business Processes
- Python
- Enterprise Intelligence Systems

### Resources

Resume and Cover Letter Templates and Examples on [leeds.ly/CareerRoundup](https://leeds.ly/CareerRoundup)

Make an appointment with your Industry Coach today at [leeds.ly/careeradvice](https://leeds.ly/careeradvice)

Stay up to date on jobs and events at [leeds.ly/Handshake](https://leeds.ly/Handshake)

# Information Management Emphasis Guide

## Academic Guide

### REQUIRED COURSES



**BAIM 3205:**  
Business Data Management

### CHOOSE FOUR ELECTIVES

**BAIM 3100:** Data Visualization

**BAIM 4200:** Advanced Business Analytics

**BAIM 4120/BAIM 3200:** Business Analytics

**BAIM 4220:** Business Technologies

**BAIM 3210:** Business Application Programming

**BAIM 4230:** Human-Centric Technologies

**BAIM 3220:** Introduction to Python Programming

**BAIM 4240:** Technology Integration

**BAIM 4250:** Information Security Management

### REQUIRED SENIOR CAPSTONE



**BAIM 4065:**  
Leadership in a Digital Age

### QUICK REMINDERS

- ▶ The Information Management & Analytics track requires a total of **18 credit hours**, or **6 courses** and can be completed in **3 semesters**.
- ▶ All courses are **3 credit hours** unless otherwise noted.
- ▶ Students must complete all **BCOR** and **BASE** classes to enroll in any Area of Emphasis classes.
- ▶ If you are also interested in Operations Management, consider the **OPIM certificate** or a dual emphasis in both tracks.



**Book an appointment with an advisor today!**

[appointments.colorado.edu](https://appointments.colorado.edu)