

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.



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 at leeds.ly/CareerRoundup
Make an appointment with your Industry Coach today at leeds.ly/careeradviser
Stay up to date on jobs and events at leeds.ly/Handshake

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Academic Guide

REQUIRED COURSES



BAIM 3205:
Business Data Management

CHOOSE FOUR ELECTIVES

BAIM 3100: Data Visualization

BAIM 4120: Business Analytics

BAIM 3210: Low Code for Citizen Developers

BAIM 3220: Introduction to Python Programming

BAIM 4200: Advanced Business Analytics

BAIM 3230/4220: Enterprise Integration Technologies

BAIM 4230: Customer Success with Salesforce CRM

BAIM 4240: Agile Project Management

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