

# BUSINESS INFORMATION MANAGEMENT @ UCI

Jointly offered with The Paul Merage School of Business



## >>> WHO ARE YOU?

\* I am a persona based on UCI students majoring in Business Information Management.

My name is Kiara. I was born in Georgia and grew up right here in Irvine. I picked my major because I wanted to gain an understanding of technology and business essentials while developing experiences working with people from both worlds.

I've done both programming-intensive projects (building an Android app) and more business-focused work (researching Coca-Cola's marketing plan). My favorite course was Management of Information Technology, where I received industry insight into IT.

Last year I participated in the Summer Undergraduate Research Fellowship in Information Technology (SURF-IT) program, in the network security research area. I've also been heavily involved with the Management Information Student Society. In my spare time, I attend events hosted by the ICS Student Council, as well as research seminars. Eventually I'd like to earn an MBA or a master's degree in Management Information Systems.

## >>> WHAT DID YOU LEARN?

### MY COURSES HAVE INCLUDED:

#### Introduction to Management Information Systems

I learned how Google monetizes its search engine.

#### Intermediate Programming

I learned how to build a large, complex software library using the Python programming language.

#### Business Intelligence for Analytical Decisions

I studied how Amazon.com's product recommender system works.

#### Management of Information Technology

I learned software project management through a real-world case study.

#### Information Retrieval

I learned how to use MapReduce to process enormous amounts of data.

#### Introduction to Data Management

I learned how to design and implement the kinds of databases that are used by virtually every business and enterprise in the world, including banks, e-commerce sites and social networking sites.

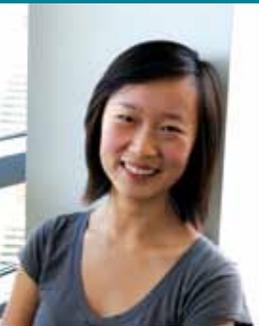
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## >>> POSSIBLE CAREERS

- // With a degree in Business Information Management from UCI, you might join Deloitte Consulting, auditing other companies' technology policies for business efficiency.
- // You could become a business risk analyst at Ernst & Young, identifying ways to reduce a client's dependency on seasonal e-commerce traffic.
- // Or you might work as a program manager leading a team in creating incentive and loyalty programs, so companies like Netflix or Snapchat can get better business data.

## >>> ICS STUDENT SOUND BITES

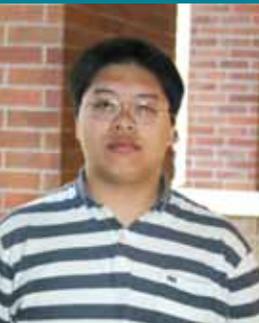


“ I am confident about the business and technical knowledge and skills I've gained from the combination of management and computer science courses in the BIM major. During a summer internship at a financial planning firm, I learned about tax return preparation, bank reconciliation, and accounts payable and receivable practices. After graduating, I look forward to starting my full-time job as a systems and process assurance associate at PricewaterhouseCoopers.”

—LUCY

“ As a BIM major, I appreciate the opportunity to apply a business perspective to computer science, and vice versa. My professors and classes, including the applied learning projects, have exceeded my expectations and deepened my understanding of business technology issues. Outside of the classroom, I've expanded my skill base through various internships, research projects, extracurricular activities and involvement in student government.”

—JOHNSON



“ I'm double majoring in BIM and ICS, and my life as a college student is a mix of comedy and passion. I have found incredible opportunities here and supportive counselors, all of which have enabled my academic progress and blessed my college experience. Studying at Bren:ICS allows me to achieve balance between my school and social life.”

—DAVID

## >>> MORE INFO

Not sure Business Information Management is the right major for you? Check out our complete degree programs listing at [www.ics.uci.edu/prospective](http://www.ics.uci.edu/prospective). We offer several minors as well.

Have questions for one of our counselors? Call the **Student Affairs Office** at **949-824-5156** or email [ucounsel@uci.edu](mailto:ucounsel@uci.edu).

**Ready to apply to UC Irvine? Visit [www.admissions.uci.edu](http://www.admissions.uci.edu).**