

BUSINESS INFORMATION MANAGEMENT @ UCI



IT MANAGEMENT

Mei grew up in a family that owned a small business, where the IT was managed poorly. This motivated her to study BIM, to better understand technology and business essentials while developing experience in both areas. Her favorite course has been Management of Information Technology, where she learned about project management and gained industry insight into the IT field. Course projects have included building an Android app and researching Coca-Cola's marketing strategy. After graduating, she plans to join Deloitte Consulting, where she will audit other companies' technology policies for business efficiency.



FINANCE

Hondo transferred to UCI's BIM major from a community college in their hometown. Their favorite courses have been Introduction to Managerial Finance, where they made financial projections for technology projects, and Information Retrieval, where they used MapReduce to process enormous amounts of data. Last summer, they had an internship at an accounting firm, where they learned about tax return preparation, bank reconciliation, and accounts payable and receivable practices. After working for a few years, they want to go to law school to become an attorney specializing in business law.



BUSINESS DATA ANALYTICS

Fatima immigrated to the U.S. in high school and is now double majoring in BIM and ICS. She has found incredible opportunities and supportive counselors at UCI, furthering her academic progress and enhancing her college experience. Her favorite class has been Introduction to Databases, where she learned how to design and implement the kinds of databases used by virtually every enterprise in the world, including banks, e-commerce sites and social networking sites. Her business classes have sparked an entrepreneurial interest, and after graduating, she and some classmates hope to form a start-up that creates incentive and loyalty programs, so companies like Netflix or Foursquare can get better business data.



TECHNOLOGY

As a BIM major, James appreciates the opportunity to apply a business perspective to computer science, and vice versa. His professors and classes, including the applied learning projects, have exceeded his expectations and deepened his understanding of business technology issues. Outside of the classroom, he has had the opportunity to expand his skills base through various internships, research projects, extracurricular activities and involvement in student government. His favorite course has been Business Intelligence, where he studied how Amazon.com's product recommender system works. James will start a full-time job as a systems and process assurance associate at PricewaterhouseCoopers after graduating.



INFORMATION SYSTEMS

Mario is a first-generation college student and president of the Management Information Student Society. His favorite course has been Requirements Analysis and Engineering, where he learned how to work with clients to design the functionality of software systems. Eventually, he hopes to earn an MBA or master's degree in Management Information Systems. With confidence in his business and technical knowledge and skills, gained from BIM courses in both management and computer science, he plans to join Ernst & Young as a risk analyst, identifying ways to reduce a client's dependency on seasonal e-commerce traffic.



*These are personas based on UCI students majoring in Business Information Management