INFORMATION MANAGEMENT AND BUSINESS ANALYTICS (BAIM)

Courses

BAIM 2999SA (0.1-99) BAIM Lower Division
Repeatability: Repeatable for up to 99.00 total credit hours. Allows multiple enrollments in term.

BAIM 3200 (3) Business Analytics
Teaches cutting-edge tools and approaches to the analysis of data, including "big data" for effective decision-making. The class creates data connoisseurs through hands-on exposure to exploratory and predictive analytics. Application areas covered include Web Marketing, the Internet of Things, Biometric Monitoring, as well as data integration and analysis for online marketing, human resources and operations. Formerly MGMT 3200.
Equivalent - Duplicate Degree Credit Not Granted: MKTG 3201
Requisites: Requires prerequisite course of BASE 2104 (minimum grade D-). Restricted to Business (BUSN) majors with 52-180 units completed.

BAIM 3210 (3) Business Application Programming
The objective is to introduce students to the world of programming and empower them with the ability to create and extend business applications. Students will learn the core concepts of programming with VBA (Visual Basic for Applications) and use them to customize and extend applications like Excel, as well as a method to decompose a complex task into manageable pieces. Formerly MGMT 3210.
Requisites: Requires prerequisite course of BASE 2104 or BCOR 2500 (minimum grade D-). Restricted to Business (BUSN) majors with 52-180 units completed.

BAIM 3220 (3) Introduction to Python Programming
Python has emerged as the key programming language for data science and business analytics. Helps students understand the programming mindset through use of open source software and libraries and introduces students to object oriented programming. Formerly MGMT 3220.
Requisites: Requires a prerequisite course of BASE 2104 (minimum grade D-). Restricted to Business (BUSN) majors with 52-180 units completed.

BAIM 4065 (3) Leadership in a Digital Age
In the digital age, leaders have to orchestrate radical redesign of everything from their internal processes to their business model on an ongoing basis. This requires leaders to adopt new approaches to leadership and new behaviors. This course provides students with the skills required in identifying business opportunities, finding appropriate information related technologies and leading innovation efforts to success. Formerly MGMT 4065.
Requisites: Requires prerequisite course of BASE 2104 (minimum grade D-). Restricted to Business (BUSN) majors with 102-180 units completed.

BAIM 4090 (3) IT and Business Strategy
Although some companies are very successful in discovering and cultivating innovative technology-enabled business strategies, many fail in the process. Combines theories and frameworks with practical approaches to provide students with the skills required to help companies identify business opportunities, find appropriate information related technologies, and lead adoption efforts to success. Formerly MGMT 4090.
Requisites: Requires prerequisite courses of BCOR 2001 and BASE 2104 or BCOR 2300 (all minimum grade D-). Restricted to Business (BUSN) majors with 52-180 units completed.

BAIM 4205 (3) Business Data Management
Emphasizes the fundamentals of modern database design in the context of large-scale applications. Covers analysis phase activities such as data modeling for requirements analysis. Covers the extended entity relationship model and the semantic data model in-depth. Covers design phase activities such as the normalization criteria of the relational model and transformation from conceptual to physical design. Introduces object oriented databases. Formerly MGMT 4205.
Requisites: Requires a prerequisite course of BASE 2104 (minimum grade D-). Restricted to Business (BUSN) majors with 52-180 units completed.

BAIM 4210 (3) Systems Thinking
Provides students with problem solving and critical thinking skills in order to analyze large, complex social problems. Students learn techniques to get to the root cause of the problem and understand unintended consequences of proposed solutions to that problem. Students learn to break from typical mental models, make paradigm shifts and learn to recognize and avoid learning barriers and biases. Formerly MGMT 4210.
Requisites: Requires a prerequisite course of BASE 2104 (minimum grade D-). Restricted to Business (BUSN) majors with 52-180 units completed.

BAIM 4220 (3) Business Technologies
Covers ERP (enterprise resource planning) technologies which facilitate business processes within firms in three modules. The first will involve understanding the basics of technologies in organization. The second module will introduce OpenERP, an open-source ERP system for small-medium sized businesses. The final module is an introduction to SAP, the most widely used ERP system for large organizations. Formerly MGMT 4220.
Requisites: Requires prerequisite course of BASE 2104 (minimum grade D-). Restricted to Business (BUSN) majors with 52-180 units completed.

BAIM 4230 (3) Design of Usable Business Systems
Focuses on the development of user-friendly business systems, especially websites. Students will plan, design and develop websites, including mobile sites, that are user-friendly and visually appealing following current best practices for responsive and interactive design. Usability testing and website analytics techniques will be explored and practiced. Formerly MGMT 4230.
Equivalent - Duplicate Degree Credit Not Granted: MGMT 5230
Requisites: Requires prerequisite course of BASE 2104 (minimum grade D-). Restricted to Business (BUSN) majors with 52-180 units completed.
BAIM 4250 (3) Information Security Management
A broad introduction to the managerial issues of information security. Because security is multifaceted, the topics of the class range widely, including technical (e.g., cryptography), managerial (e.g., policy compliance), physical (e.g., door locks) and psychological (e.g., social engineering) issues. A key objective is to develop a security mindset, in which one learns to think like an attacker for ways to exploit a system. Formerly MGMT 4250.

Requisites: Requires a prerequisite course of BASE 2104 (minimum grade D-). Restricted to Business (BUSN) majors with 52-180 units completed.