INFORMATION MANAGEMENT AND BUSINESS ANALYTICS (BAIM)

Courses

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

BAIM 3100 (3) Data Visualization
Data, no matter whether it is BIG or small, is not just for researchers or analysts any more. Everyone needs to be comfortable with it. One of the easiest ways to do that is thru data visualization. In this course, you will be introduced to basic data concepts, types, and uses. And you will learn to explore, summarize, and analyze the data using various data visualization techniques and best practices with Tableau Software.
Requisites: Restricted to students with 52-180 credits (Junior or Senior) Business (BUSN) majors only.

BAIM 3205 (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 3210 (3) Low Code for Citizen Developers
This course prepares students for success in the nexus of business and technology convergence. We examine the strategic context and competitive factors that influence design thinking approaches to integrate and orchestrate Cloud Computing and Software as a Service (SaaS) platforms to achieve organizational goals. Through a series of agile ¿sprints¿, this course moves from theoretical to applied, enabling ¿citizen developers¿ to leverage leading low-code development and mobile messaging tools to build and extend business applications.
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 though 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 90-180 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 2202 and BASE 2104 (all minimum grade D-). Restricted to Business (BUSN) majors with 52-180 units completed.

BAIM 4120 (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 BAIM 3200.
Equivalent - Duplicate Degree Credit Not Granted: MGMT 3201 or MKTG 3201
Requisites: Requires prerequisite or corequisite course of BASE 2104 (minimum grade D-). Restricted to Business (BUSN) majors with 52-180 units completed.

BAIM 4200 (3) Advanced Business Analytics
Students in this class will use the Python programming language to create, evaluate, and deploy advanced machine learning predictive models. They will be trained in using modern collaborative source-code versioning tools. Best-practice methods will be provided to develop and create machine learning models, enabling their coding processes and their output to be shared with other analysts and managers alike. Formerly MGMT 4500.
Requisites: Requires prerequisite course of BASE 2104; BAIM 3205 and 3220 (minimum grade D-). Restricted to Business (BUSN) majors with 52-180 units completed.

BAIM 4220 (3) Enterprise Applications
We grasp how to operate a contemporary business. Learn how firms committed to sustainability achieve top-line growth, increase business revenue, alter business operations, and unleash efficiency with automated business processes. Examine operational excellence inside Enterprise Resource Planning (ERP) utilizing proven industry-specific business processes (Lines of Business) and technologies such as AI, ML, and IoT to increase efficiency and decision-making. Customer relationships (CRM) and Human Capital (HCM) are input sources for ERP supplementing intelligent business decisions. Formerly BAIM 3230.
Requisites: Requires prerequisite course of BASE 2104 (minimum grade D-). Restricted to Business (BUSN) majors with 52-180 units completed.

BAIM 4230 (3) Customer Success with Salesforce CRM
Customer Relationship Management (CRM) systems track an organization¿s interactions with all current and potential customers through a comprehensive lifecycle. As part of a digital execution strategy for insight-driven businesses, CRM enables customer-centricity and success across marketing, sales, operations, finance, and general management. Measurable outcomes include customer retention, satisfaction feedback, and recurring revenue growth, yielding long-term profitable relationships. This immersive course equips students in Cloud Computing, Software as a Service (SaaS), and leading CRM platform ecosystems. Formerly MGMT 4230.
Requisites: Requires a prerequisite course of BASE 2104 (minimum grade D-). Restricted to Business (BUSN) majors with 52-180 units completed

BAIM 4240 (3) Agile Project Management
Teaches students the processes involved in implementing enterprise and analytical systems into organizations. The class focuses on Agile product delivery with a focus on human centricity, continuous exploration, integration, deployment, and innovation. Students learn to develop user stories, acceptance criteria, value design, and Agile team structuring while delivering a project for an organization. Students are given a problem and then plan, execute and deliver a solution using the tools learned during the semester.
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.

BAIM 4900 (1-3) Independent Study
Intended only for exceptionally well qualified business seniors. Departmental form required. Instructor consent required.
Requisites: Restricted to Business (BUSNU) majors only.