

COMMUNICATIONS & INFORMATION MANAGEMENT (CIM)

CIM 501: Principles of Communication (3 credits)

In the spirit of understanding that sound theoretical foundations lead to good professional practices, this course studies the theories of human communications and information systems. It provides frameworks defining both the scope and history of both fields, the former dating back almost 3000 years and the latter an emerging field with roots stemming to the 1950's. Through a series of frameworks and traditions in human communications and information systems, students engage in the analysis and evaluation of the nature and role of the communications and information management theories, the myriad approaches to understanding language and communication, and the relationship between human and technological channels of communications. Students pay special attention to theories of communications and information management as related to systems theory and the relationships among and between communications, information management, business, and other professional organizations such as health, education, and government.

CIM 503: Targeted Communication (3 credits)

Writing, speaking, listening, reading, and presenting well are the keys to advancement in any profession. Thus, this course pushes students to hone these communications skills in business and professional contexts for both professional/technical and non-specific professional audiences. Students analyze their audiences, determine the appropriate medium — oral or written — they require, and compose, edit, proofread, and present communications in professional settings. By participating in peer reviews, students hone their skills in analyzing, critiquing, and revising communications. Class members also learn to collaborate on projects, working as part of a professional team. Throughout the course, students develop problem-solving strategies for communicating in both national and international contexts.

CIM 507: Applied Research Strategies (3 credits)

Applied Research Strategies provides students with strategies for designing, conducting and evaluating research so that they can solve problems and recommend solutions pertaining to communications and information science. Students acquire the knowledge and skills to formulate research problems; plan studies; gather, organize, analyze and interpret results; prepare research reports; and present findings and recommendations in professional contexts. Specific areas include: qualitative and quantitative research, sampling, measurement techniques, data collection, observational methods, and general principles of research design. Students use bibliographies and other print and computerized databases in conducting research. Throughout the course, students broaden and deepen their understanding of the relationships between research and theory.

CIM 510: Competitive Threats & Challenges (3 credits)

Modern organizations are faced with a variety of rapidly changing communication and information technologies that can threaten the very core competencies upon which the organization had been built. Add to this the rise in global competition and a persuasive argument could be made that today's managers are facing bigger threats and challenges than ever before. Drawing from relevant conceptual frameworks this course will examine business and information techniques for implementing effective strategies in today's global environment. Several of the topics covered in this course are: Supply Chain Management, Enterprise Resource Planning, Customer Relationship Management, industry analysis, the Value Chain and SWOT analysis techniques.

CIM 605: Decision Support Systems (3 credits)

Business Intelligence is a process that helps managers make evidence-based, rational decisions by applying an analytic approach to decision making. Good business decisions should lead to efficient operations, effective utilization of scarce resources, satisfied customers, and increased profits. The course examines two logical components of management information system: the structured decision system which lends itself to providing actual computer-generated decisions, and decision support systems, in which computer-based systems aid decision makers in confronting problems through direct interaction with data and analytic models. Several of the topics covered in this course include: decision theory, data warehousing and data mining, business analytics (i.e., descriptive and predictive statistics), rational and behavioral economic theories of decision-making.

CIM 634: Strategies for Fiscal Management (3 credits)

This course focuses on the communication and use of financial information for the purpose of making sound economic decisions. Students learn to read and analyze financial information as presented in a firm's annual report and SEC 10K with a concentration on Financial Statements, Income Statement, Balance Sheet and Statement of Cash Flow. Financial analysis techniques are used to interpret this information and evaluate the performance and financial health of a business. Students will examine the financial decision-making processes to determine capital budget project selection and capital budget financing. This course emphasizes analysis, real-world application, and communication.

CIM 640: Strategic Innovation (3 credits)

The major impact of growing information technology, whose core is innovation, has resulted in the great change it has caused in the way the world now conducts business. Students in this course study and apply three different strategic approaches to innovation: From a historical perspective, students learn about the major issues and developments in technology and their various effects in the market on individuals, organizations, society, and culture. From the analytical perspective of the innovator's dilemma, students learn about both incremental and radical innovation in both service and manufacturing industries. And finally, from a creative perspective, students learn how to bring to market a revolutionary new business concept that forces most organizations to change their ways of seeing and conducting their businesses. Information technology's impact upon organizational and societal structures sits at the heart of strategic innovation, and students emerge from this course knowing how to identify, analyze, and apply it to both historical and contemporary ventures while maintaining legal and ethical values.

CIM 658: Strategies of Information Management (3 credits)

Strategies of Information Management considers the parameters an organization may use to identify strategic information and integrate information throughout all functions and processes of the business. Information flow and strategic integration of information as well as business management processes and change management are stressed.

CIM 670: Case Analysis Capstone (3 credits)

At the end of the program, students synthesize what the CIM program is about from a management and leadership perspective and refine strategies for applying the degree in a range of contexts. They use the theory and practice learned throughout the program, applying these to their current work or to their aspired field of work. The means for achieving the course outcomes includes students analyzing, summarizing, and synthesizing cases relevant to communication and information problem solving in professional and business settings, and demonstrating their competence in communications, information management, and business as managers and leaders. The course requires a major project relevant to students' experience and/or current work situation and a final essay with a portfolio in which students reflect upon the goals of the program and their personal goals, demonstrate how they met these goals, and what work supports their arguments.

Prerequisite: Completion of 10 graduate courses (seven required CIM core courses and three electives) and an overall 3.0 GPA.