Bachelor of Science in Information
Cross-Campus Transfer
for current U-M students

Next Steps
▷ Join the interest list. Get invitations to on-campus events, plus timely updates whenever there’s new information or special opportunities: umsi.info/interest.
▷ Participate in an information session. Attend an information session where you can ask questions and hear presentations by UMSI admissions staff and current students.
▷ Complete the program prerequisites.

Apply
Application deadline: February 1 for current U-M students

Source: 2017 graduate survey

$69K average starting salary

100% employment rate

BSI Cross-Campus Admissions
School of Information
University of Michigan
333 Maynard St., 5th Floor
Ann Arbor, MI 48104
umsi.undergrad@umich.edu
Phone: 734-763-2285
umsi.info/bsi
1. What will I learn in the BSI program?
The BSI positions you to be a problem solver, data sleuth, and world changer. The BSI is a STEM program with a people-first orientation. You will become a bridge builder who makes information and technology accessible, and can connect technical people with the rest of an organization. You will discover what makes information valuable, memorable and powerful in our lives and societies. This is a junior/senior program. Students complete 60 credit hours studying toward specific careers:

- **Information Analysis**: identifying what matters and presenting solutions grounded in empirical evidence.
- **User Experience**: designing, building and evaluating compelling interactive systems.
- **Social Media Analysis and Design**: analyzing behavior on social media, taking advantage of the medium’s unique opportunities, and designing new experiences.

2. What can BSI graduates do?
The BSI curriculum gives students skills and experiences that are in high demand with employers. Just about everything these days is linked to or informed by technology. A few examples of careers that BSI graduates begin each year:

- **Data Analyst**—using data to help organizations make better business decisions.
- **Business Analyst**—helping organizations use technology in cost-effective ways.
- **Digital Media Coordinator**—creating and managing an organization’s digital information and publishing.

- **Consultant**—helping clients plan and prepare digital strategies.
- **User Experience Designer**—driving the development and communication of user design processes.

3. What opportunities and resources will I have?
UMSI will help you identify your career goals, create a strategic plan to achieve them and get real-world, hands-on experience. In addition to having lots of interaction with UMSI faculty, you will work closely with UMSI’s own Office of Academic and Student Affairs, Career Development Office and Office of Professional and Community Engagement. These resources, unique and dedicated to UMSI, work with leading companies in the information field.

4. What do I need to know about applying as a cross-campus transfer student?
UMSI seeks students (with sophomore standing) with diverse academic backgrounds and experiences who have an affinity for computing, math, design and communication. We value campus and community engagement and capacity for leadership. Prerequisites for cross-campus transfer admission include:

- **SI 106: Programs, Information and People** (EECS 183 or ENGR 101 are also accepted, but SI 106 is strongly preferred)
- **SI 110: Introduction to Information Studies**
- **STATS 250: Introduction to Statistics and Data Analysis** (or STATS 280)
- **ENGLISH 124 or 125** or equivalent first year writing course

4 Questions About the BSI

1. **What will I learn in the BSI program?**
   The BSI positions you to be a problem solver, data sleuth, and world changer. The BSI is a STEM program with a people-first orientation. You will become a bridge builder who makes information and technology accessible, and can connect technical people with the rest of an organization. You will discover what makes information valuable, memorable and powerful in our lives and societies. This is a junior/senior program. Students complete 60 credit hours studying toward specific careers:

2. **Information Analysis**: identifying what matters and presenting solutions grounded in empirical evidence.
3. **User Experience**: designing, building and evaluating compelling interactive systems.
4. **Social Media Analysis and Design**: analyzing behavior on social media, taking advantage of the medium’s unique opportunities, and designing new experiences.

2. **What can BSI graduates do?**
The BSI curriculum gives students skills and experiences that are in high demand with employers. Just about everything these days is linked to or informed by technology. A few examples of careers that BSI graduates begin each year:

1. **Data Analyst**—using data to help organizations make better business decisions.
2. **Business Analyst**—helping organizations use technology in cost-effective ways.
3. **Digital Media Coordinator**—creating and managing an organization’s digital information and publishing.

4. **Consultant**—helping clients plan and prepare digital strategies.
5. **User Experience Designer**—driving the development and communication of user design processes.

3. **What opportunities and resources will I have?**
UMSI will help you identify your career goals, create a strategic plan to achieve them and get real-world, hands-on experience. In addition to having lots of interaction with UMSI faculty, you will work closely with UMSI’s own Office of Academic and Student Affairs, Career Development Office and Office of Professional and Community Engagement. These resources, unique and dedicated to UMSI, work with leading companies in the information field.

4. **What do I need to know about applying as a cross-campus transfer student?**
UMSI seeks students (with sophomore standing) with diverse academic backgrounds and experiences who have an affinity for computing, math, design and communication. We value campus and community engagement and capacity for leadership. Prerequisites for cross-campus transfer admission include:

1. **SI 106: Programs, Information and People** (EECS 183 or ENGR 101 are also accepted, but SI 106 is strongly preferred)
2. **SI 110: Introduction to Information Studies**
3. **STATS 250: Introduction to Statistics and Data Analysis** (or STATS 280)
4. **ENGLISH 124 or 125** or equivalent first year writing course

"I decided on the BSI program because it was really about the people and technology and I felt the program combined my two areas of interest, computer science and psychology, so well. It went into depth about how the two disciplines integrate, whereas computer science or psych on their own didn’t do that.”

**VIVIANA HERNANDEZ, BSI 2017**
Technology Consulting Analyst, Accenture

"The culture here is extraordinary, so friendly, from faculty to staff to students. I love the versatility of the program, because I’m able to combine my love for tech and design with my interest in econ, math and humanism. There truly isn’t a culture on campus like UMSI’s.”

**TERRENCE GREEN, BSI 2018**
Consultant, West Monroe Partners

“All the professors here at UMSI are genuinely interested in you, and they genuinely care about you. They get to know your name, your story, and what you want to do, and they’re willing to work with you to help you get there.”

**MADISON GARVER, BSI 2016**
Account Strategist, Google

“I connected with every professor, which is something I never did before, even at a smaller school. I never felt comfortable enough to go into someone’s office hours and have a casual conversation. The professors here are open, and I’m genuinely interested in what they’re studying.”

**JAREN JOHNSON, BSI 2019**
Transfer student
$69K average starting salary

100% employment rate

Source: 2017 graduate survey

Next Steps

› Join the interest list. Get invitations to on-campus events, plus timely updates whenever there’s new information or special opportunities: umsi.info/interest.

› Participate in an information session. Attend an information session where you can ask questions and hear presentations by UMSI admissions staff and current students.

› Complete the program prerequisites.

Apply

Application deadline: February 1 for current U-M students

Bachelor of Science in Information

Cross-Campus Transfer
for current U-M students

Source: 2017 graduate survey