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.

“I’m beginning a career in TV and continuing my reporting on technology companies at a major global news organization, and my UMSI education will allow me to apply technical skills and knowledge to my work on a daily basis.”

MARK GURMAN, BSI ’16
Consumer Reporter, Bloomberg Global Tech Team

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MADISON GARVER, BSI ’16
Account Strategist, Google

BSI grads’ recent jobs include
- Business Analysts
- Project Managers
- Digital Marketing Associates
- User Experience Designers
- UX Researchers
- Consultants

At companies such as
- Athena Health
- Ford
- GE
- Google
- Lowe’s
- Kellogg
- Yahoo

2016 average BSI salary reported was $70,000

2016 grads report 100% EMPLOYMENT within 6 months of graduation
Cross Campus Transfer
The BSI is an upper-level program for juniors and seniors. Students normally apply in their sophomore year by completing the application form at http://umsi.info/x_campus_transfer_app.

Application Deadline: February 1

Preferred Admission
Freshman applicants to the University of Michigan may select Preferred Admission to the School of Information. Admitted students who are UMSI Preferred Admits are eligible for early cross-campus transfer application deadlines in their sophomore year providing they maintain preferred admission requirements in their first two years at Michigan. http://umsi.info/preferred

What does UMSI look for in a program applicant?
We welcome diverse, multi-dimensional self-starters. Successful applicants will have an affinity for computing, math, design and communication. For details, see http://umsi.info/becomeabsi.

What are the BSI prerequisites?
- SI 110: Introduction to Information
- SI 106: Programs, Information and People (EECS183 or ENG101 are also accepted but SI106 is strongly preferred)
- STATS 250: Introduction to Statistics and Data Analysis
- ENGLISH 124 or 125 (or equivalent first-year writing requirement)

Curriculum
The program develops both hard and soft skills, from coding to communication to collaboration. You will be prepared for a career that bridges the technical and social aspects of the information field.

Program Details
- 60 credits earned enrolled in UMSI (of 120 required by U-M)
- 45 of the 60 credits earned in UMSI classes
- Core Courses:
  - SI 206 Data Oriented Programming
  - SI 301 Models of Social Information Processing
  - SI 310 Information Environments and Work
- Advanced Courses: Three Pathways
  - Social Media Analysis and Design
  - User Experience Design
  - Information Analysis
- Project-Based Capstone Course

Where can I get more information?
For more details on the BSI degree, see umsi.info/bsi. An advising appointment is highly recommended before applying. To schedule, email umsi.undergrad@umich.edu.

INTERESTED?
Register your interest in the BSI program to receive news of upcoming information events. umsi.info/interest

WHAT ATTRACTED YOU TO THE BSI?

"I’m really interested in this intersection of analytics and policy change, so understanding how we can use data for social good is my hope for the future. How do we make data accessible for communities that don’t necessarily have that information, or what stories can the data tell to help improve marginalized communities? That’s what I hope to do with my degree."

MEERA DESAI, BSI ’16
Research Assistant, School of Business
College of William and Mary

"What good is a tool if you don’t know how to use it? When I realized that IT is a field where you can enable people to use the tools they have to live a better life, I decided that’s what I wanted to get into."

NICK CHIN, BSI ’16
Digital Technology Leadership Program, GE

Viviana Hernandez considered a dual major in computer science and psychology. "Ultimately, I decided upon the BSI program. It was really the idea about people and technology, and I felt the program combined my two areas of interest so well. It went into depth about how the two disciplines integrate, whereas I felt like computer science or psych on their own didn’t do that."

VIVIANA HERNANDEZ, BSI ’17
Technology Consulting Analyst, Accenture

Read more student profiles at umsi.info/faces_of_umsi