UCONN | SCHOOL OF BUSINESS
BUSINESS CAREER DEVELOPMENT OFFICE

UNDERGRADUATE CAREER DEVELOPMENT OFFICE
AIM *(Analytics & Information Management)*
Storrs Campus | 2023 | *Previously MIS*

AIM IS FOR YOU!

ABOUT UCONN'S AIM DEGREE:

Analytics and Information Management (AIM), housed in the Operations and Information Management (OPIM) Department, is a fast-growing major that prepares students with knowledge and skills in managing information and technology to drive business efficiency and performance. AIM provides students with highly sought-after proficiencies that help discover business insights and identify technology improvements across business functions.

POSITIONS

- Analytics Associate
- Assistant Media Planner
- Data Engineer
- Database Analyst
- Digital Tech Leadership Program
- Information Technology Leadership Development Program
- IT Engineer/Project Manager
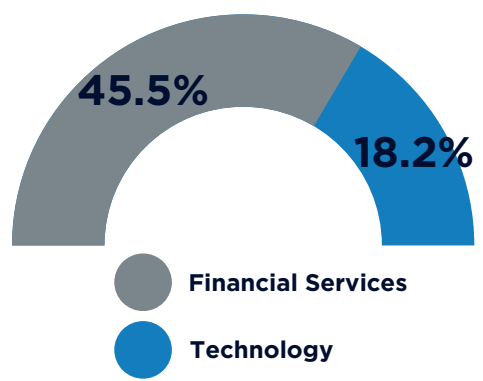- Technology Development Program
- Systems Analyst

KEY EMPLOYERS

- Digitas
- Fidelity Investments
- Google
- IBM
- Indeed.com
- Optum, Inc.
- PwC
- The Hartford
- Travelers
- UnitedHealth Group
- RTX

AIM SALARY INFO:

HIGH	$90,000
MEDIAN	$80,000
MEAN	$80,625

$0 $20,000 $40,000 $60,000 $80,000 $100,000

The Top Employment Industries for AIM Majors

45.5%   **18.2%**

- Financial Services
- Technology

90%
Positive Outcome Rate 3 Months Post-Graduation

$8,500
Median Sign-On Bonus

$10,000
High Sign-On Bonus

EMPLOYMENT LOCATIONS POST GRAD

NORTHEAST	73.7%
SOUTH	10.5%
NOT IN U.S.	15.8%

0.00% 20.00% 40.00% 60.00% 80.00%

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