

MSIM

MASTER OF SCIENCE
IN INFORMATION
MANAGEMENT



Information School
UNIVERSITY of WASHINGTON



UNLOCK YOUR BOUNDLESS POTENTIAL

Organizations of all types and sizes need critical thinkers with the savvy to leverage information to solve complex challenges. At the University of Washington Information School, we're developing socially conscious information leaders with the expertise to make an immediate impact in the Puget Sound area, across the U.S. and around the world. With your Master of Science in Information Management degree, you'll be prepared to help fill the need for technology professionals and information professionals who understand the very human impact of their work.

ON THE COVER: From left, **Ali Salahuddin**, Early-Career MSIM '22; **Joy Gassama**, Early-Career MSIM '23; **Leticia Y Romo Bueno**, Early-Career Accelerated MSIM '22; **Devin Barich**, Mid-Career MSIM '21



AN UNMATCHED EXPERIENCE

The expertise you gain and the connections you make at the iSchool will serve you for the rest of your career. The MSIM program maintains close ties to industry, ensuring the skills you learn are valuable and relevant, regardless of your field. Whether you choose to take your courses online or on campus in Seattle, Washington, you'll learn from leading faculty with real-world experience; connect with public, private and nonprofit partners; and forge a network of peers from around the globe. At your fingertips, you'll have the resources of a Tier One research university in one of the world's booming technology hubs.

TAILORED TO YOUR GOALS

Flexibility and customizability are the hallmarks of the MSIM program. With few core required courses, you can tailor the curriculum to your interests, completing one or more in-demand specializations as well as internships or other practica to serve your professional aspirations. Choose from Business Intelligence; Data Science; Information Architecture; Information & Cyber Security; Program/Product Management & Consulting; and User Experience.

CHOOSE YOUR OWN PATH

The MSIM program is designed to support students from a wide range of backgrounds and life experiences. You choose your mode of study (online or on campus), track (Early-Career, Early-Career Accelerated or Mid-Career), and pace (time to completion). No prerequisite coursework is required, and students can leverage on-ramp courses to prepare for technical coursework. Regardless of your MSIM path, you can put your degree to work immediately in your current job and open new doors for a multitude of career possibilities in the public, private and nonprofit sectors.



PREPARING INFORMATION LEADERS

In the iSchool's MSIM program, you'll develop the skills to make information work. You'll learn how to recognize and solve complex organizational and societal challenges by transforming data into useful insights. You will learn how to lead information technology initiatives to transform organizations of all types and sizes.

**"WITH INFORMATION
MANAGEMENT, THE GOAL IS
TO BE ABLE TO TAKE DATA
AND TELL THE STORY OF THAT
DATA IN A WAY THAT PEOPLE
UNDERSTAND IT, CAN GRASP IT
AND CAN MAKE USE OF IT."**

KALYAN CHAKRABORTY, '22



THE CASE FOR INFORMATION MANAGEMENT

The ability to leverage information assets is crucial for all organizations in the private and public sectors. Those that can't make the most of their information underperform and often fail. Information management draws on multiple fields, and is concerned with:

- The systems used to collect, manage, preserve, store and deliver information.
- The guiding principles that make information available to the right people at the right time.
- The view that all information, both digital and physical, is an asset that requires proper management.
- The organizational and social contexts in which information exists.
- The critical analysis of the impact of information management practices on diversity, equity and inclusion.

Organizations need people who have a deep understanding of how to leverage information to empower users at all levels. There's strong demand for professionals and managers who can use information both as a competitive tool and as a means to create positive organizational and societal change.

THE MSIM APPROACH

The MSIM program features an interdisciplinary approach to the study of information management, with the aim of developing strong practitioners in the field. Students learn to use information to set organizational strategy, improve productivity, innovate, and to help individuals make better use and sense of the information they encounter in their everyday lives.

The MSIM program blends the perspectives and expertise of a diversity of faculty who come from both academia and industry. The faculty's broad and diverse expertise allows them to keep their instruction and research closely aligned with the needs of public, private and nonprofit organizations.

ALUMNI PROFILE



ADITYA KAUL

Early-Career MSIM '16
Data Engineer, Google

As a data engineer, my work revolves around partnering with our stakeholders to understand the end business requirements and, based on our vision, design and create data architectures that can be leveraged by analysts, data scientists, product teams and other team members. I help expand the pipelines to include new use cases and to ensure that we can rely on our infrastructure as the source of truth for leadership reviews and business decisions.

The skills I learned in the MSIM program have taught me to approach each problem statement with a focus on not only the immediate solution, but also ensuring that the solution is scalable. I've used my knowledge from the program to partner with product leads to gather requirements and with end users to learn their expectations.

CURRICULUM

The iSchool's MSIM curriculum is designed to give you a strong foundation in information management, with the flexibility to pursue a degree plan suited to your interests and goals.



Above: **Tiffany Ku, Kevin McCraney and Amir Ali** won Best in Class at Capstone 2019 for their project, "Homelessness Data Model."

RESIDENTIAL OR ONLINE

Immerse yourself in the MSIM program on campus or pursue your studies online for added flexibility. All students share the same curriculum and earn the same Master of Science in Information Management degree.

All MSIM tracks are available in-person or online. Online courses have some weekly synchronous (live) sessions, but are mostly asynchronous to fit your schedule. Three of the six specializations are offered online: Data Science, Business Intelligence, and Program/Product Management & Consulting; all six are offered in-person.

TAILOR YOUR STUDIES TO SUIT YOUR GOALS

All MSIM students take required core courses that cover key areas: strategic leadership, information management, information technology, ethics and policy, systems thinking, and problem solving. These foundational courses set the framework of what makes the MSIM graduate stand out in the job market from other candidates with similar skills.

The MSIM options are highly self-directed and flexible, affording students the opportunity to enroll in specialization and elective courses as early as their first quarter. Regardless of which MSIM track and modality you choose, you can customize your degree to your specific interests through specialization and elective coursework.

All MSIM students engage in real-world learning experiences in the classroom, supported by the iSchool's strong relationships with strategic partners across industry as well as the public and nonprofit arenas. Many of these strategic partners serve as guest speakers, as well as offer internships and Capstone and practicum project opportunities to MSIM students, enhancing your learning experience while broadening your professional network.

HANDS-ON APPROACH

From Day 1, MSIM students use theories and frameworks to solve real-world problems. Classes include applied components such as case studies, client projects and technology design to prepare you for your career.

The curriculum also includes practica — required and optional immersive learning experiences you can customize to meet your personal and professional goals. Each degree track has unique practica requirements.

Students who would benefit from multiple immersive experiences are encouraged to explore the Early-Career track.

MSIM students may choose to pursue applied experiences through elective coursework, including:

INTERNSHIPS

Internships are highly recommended for those changing careers or with limited work experience. Internships allow you to enhance your resume and professional network, often leading to offers of permanent employment. The iSchool offers support identifying internship opportunities, preparing for the application process and facilitating a productive internship experience.

RESEARCH PROJECTS

iSchool faculty are among the best in their field, helping people more effectively use information to discover, innovate, solve problems, have fun and make a better world through research.

MSIM students have opportunities to get involved in faculty research through Capstone or their practicum, or independent study. Learn more about iSchool research at ischool.uw.edu/research.



For their Capstone, (from left) **Elizabeth Crooks, Lovely-Frances Domingo, Hemica Saxena and Yini Guan**, all '19, worked with a cybersecurity firm to help protect key infrastructure.

CULMINATING EXPERIENCES

Required for Early-Career and Early-Career Accelerated students and optional for Mid-Career students.

CAPSTONE

The culminating experience for all Early-Career MSIM students, Capstone is a 3-course, 30-week sequence in which you will plan and implement your choice of an organization-sponsored applied project or a faculty-sponsored research project.

Capstone projects allow students a significant opportunity to apply and showcase their skills to future employers. *Learn more and view projects at ischool.uw.edu/capstone.*

PRACTICUM

Early-Career Accelerated MSIM students participate in an intensive applied experience over a single quarter. You may choose to complete an organization-sponsored applied project, a faculty-sponsored research project or an internship.

SPECIALIZATIONS

Students can build on their core knowledge in information management by adding a more specialized focus. You may select one or two specializations or combine electives to create a customized trajectory. Each specialization requires completion of three specialization courses.



DATA SCIENCE

Students study the computational and quantitative analysis of large datasets to create information. Students completing this track will be able to use methods, tools and frameworks for analyzing and deriving insight from large-scale, heterogeneous data.

Availability: *All program tracks, residential or online*

BUSINESS INTELLIGENCE

Building analytical, managerial and baseline technical skills will help you learn to manage the process of transforming data into information. This specialization has a managerial/strategic focus, but also incorporates modern analytics and data warehousing toolsets to provide a foundational exposure to key technologies.

Availability: *All program tracks, residential or online*

PROGRAM/PRODUCT MANAGEMENT & CONSULTING

This specialization prepares current and aspiring program and product managers, and consultants to lead organizations of all sizes and sectors in developing and managing strategic and operational information-related initiatives.

Availability: *All program tracks, residential or online*

INFORMATION & CYBER SECURITY

With a strong foundation in information security and cybersecurity, focusing on the management and protection of information, this specialization equips students to effectively promote the quality, security and appropriate use of information assets.

Availability: *All program tracks, residential only*



INFORMATION ARCHITECTURE

Focusing on the analysis and design of information structures for organizations and systems, you will gain skills in assessing existing information structures and creating new systems to effectively structure information.

Availability: *All program tracks, residential only*

USER EXPERIENCE

Courses consider design, creation and evaluation of interactive information systems. You will be able to design, prototype and formally evaluate interactive information interfaces, systems and experiences from a user-centered perspective.

Availability: *All program tracks, residential only*

STUDENT GROUPS

Becoming a part of a community and building your professional network are important aspects of our graduate experience. As an iSchool student, you'll have the opportunity to engage in social and professional activities through several active student groups including:

AIMS, the Association of Information Management Students, is the official student organization for MSIM students at the University of Washington Information School and serves as the student voice to the iSchool administration. AIMS's goal is to improve the academic, career and social experiences for current students and alumni.

ISACA, Information Systems, Audit and Control Association, is the iSchool's student chapter of the professional organization focusing on information assurance and security. It hosts workshops and events that teach students about information security and encourage those who want to learn more about it.



PUTTING YOUR DEGREE TO WORK

Typical roles for graduates immediately following degree completion:

ANALYSTS & CONSULTANTS

- Senior Data Analyst
- Business Intelligence Analyst
- IT Advisory Risk Consultant
- Senior Information Consultant
- Metadata Analyst
- Senior System Analyst
- Senior Technical Consultant
- Professional Services Consultant

MANAGERS

- Manager of Data Science/ Analytics
- Project Manager
- Program Manager
- Manager of Information Security & Risk Management
- IT Service Manager
- Manager of Business Systems

INFORMATION TECHNOLOGY SPECIALISTS

- UX Designer
- Information Architect
- Interaction Designer
- Taxonomist
- Web Computing Specialist
- Enterprise Data Warehouse Developer
- Cybersecurity Analyst/Architect

STRATEGIC OVERSIGHT

The longer-term career trajectory of many of our graduates is toward strategic oversight roles such as:

- Chief Technology Officer
- Chief Information Officer
- Director, Strategic Execution
- Director, Strategic Technology Initiatives

CAREER ADVISING

The iSchool's Career Services staff provides targeted programming to assist you in identifying and achieving your career goals.

Through personal advising, workshops and events, you can seek guidance to enhance your job search strategies, make connections with iSchool partners or alumni, and link to other UW resources. All students also have access to the University of Washington Career and Internship Center.

WHICH MSIM IS RIGHT FOR YOU?

An MSIM is within your reach! No prerequisite coursework or technology experience is required.

EARLY-CAREER OPTION

KEY FEATURES

- 65 credits. Complete in as few as 6 quarters; take classes on-campus during the day on weekdays, or entirely online.
- Complete up to 2 specializations.
- Gain hands-on experience through a required 3-quarter Capstone, with 2 options: faculty-directed research project or industry-sponsored project.
- Opportunity to complete 1 or more internships or research projects.
- For international residential students: Up to 10 credit hours worth of Curricular Practical Training available.*

This track is right for you IF ...

You are a recent college graduate or have less than five years' professional experience, and you are looking to gain more depth or explore a wider range of topics and their real-world applications through class and Capstone. This track option is a good option for early-career professionals looking to change their career path to align with the information technology industry and roles.

EARLY-CAREER ACCELERATED OPTION

KEY FEATURES

- 40 credits. Complete in as few as 4 quarters; take classes on-campus during the day on weekdays, or entirely online.
- Option to complete 1 specialization, or use electives to customize your learning.
- Opportunity to gain hands-on experience through a required practicum, which includes three options: internship, faculty-directed research project, or sponsored project.
- For international residential students: Up to 1 quarter of Curricular Practical Training available.*

This track is right for you IF ...

You have focused academic goals. This program option is designed to maximize learning across as little as one year and is suitable for recent college graduates or early-career professionals who wish to augment their undergraduate degree or accelerate the advancement of their career. This is a good option for students who wish to learn how to leverage information management skills to augment a humanities, social science, or technology degree.

MID-CAREER OPTION

KEY FEATURES

- 36 credits, full-time or part-time on campus or entirely online.
- Earn your degree while working full-time. Residential courses are in the evenings or Saturdays.
- Option to complete 1 or more specializations. Additional specializations require added credits.

This track is right for you IF ...

You are a working professional with at least 5 years of relevant professional experience, and you'd like to earn your master's while working full-time or balancing other commitments. It's suited to those seeking to advance their career, or to move into information management.

* Curricular Practical Training (CPT) is temporary employment authorization for F-1 visa non-immigrant foreign students in the United States while enrolled in a college-level degree program. Eligibility is determined on an individual basis. CPT is not available to students in the online degree options.

The MSIM program is designed and developed by a group of exceptional full-time faculty. Our courses are taught by both full-time faculty and guest faculty from our vast industry network. Our faculty bring a unique blend of academic expertise and industry experience, making our curriculum cutting edge and relevant, with significant practical and theoretical depth.

OUR FACULTY



HALA ANNABI, ASSOCIATE PROFESSOR, MSIM PROGRAM CHAIR

Hala Annabi's research on creating and maintaining learning organizations includes investigating the effective design and deployment of diversity and inclusion strategies in the IT workplace, and the design and support of asynchronous learning networks, distributed work, open-source software groups, and virtual communities of practice. She currently investigates diversity and inclusion interventions aimed at retaining and advancing women in IT, as well as recruitment and inclusion strategies to improve the experiences of IT workers on the autism spectrum.



MICHELLE ETEN, GUEST LECTURER

Michelle Eten specializes in strategic leadership, system analysis and design, and product management. She is a retail executive with marketing, merchandising and e-commerce expertise. She is experienced in leading and managing teams focused on leveraging customer data and implementing new customer software solutions. Eten's management and executive leadership experience includes serving seven years on the BECU board of directors. She earned a Master of Business Administration from Seattle University and a Master of Science Information Management from the University of Washington.



FAWAD KHAN, GUEST LECTURER

Fawad Khan has more than 15 years of experience in enterprise Digital Transformation and Cloud Computing. He has worked at Microsoft for more than two decades, building various Cloud services and technologies including Office 365, Azure and Dynamics 365. He is ranked as one of the top Cloud Computing influencers and thought leaders by Analytica, Thinkers360 and TheAwardsMagazine.com. Author of "Enterprise Digital Transformation" and numerous articles, Khan is a frequent speaker at many industry conferences and a thought leader on social media.



CHIRAG SHAH, PROFESSOR

Chirag Shah's research involves studies of interactive information retrieval/seeking and recommender systems, and he is the founding director of InfoSeeking Lab, which focuses on issues related to information seeking, human-computer interaction and social media. He has served as a consultant to the United Nations Data Analytics on various data science projects involving social and political issues, peacekeeping, climate change and energy. He has been an Amazon Scholar, working on cutting-edge research problems on personalization and recommendation with Amazon. He earned his Ph.D. in Information and Library Science at the University of North Carolina.



RICHARD STURMAN, ASSOCIATE TEACHING PROFESSOR & iAFFILIATES DIRECTOR

Richard Sturman specializes in user-centered design, system analysis and design, and product development. He is passionate about user-centered design, thrives in diverse environments, and holds a strong belief that design and technology can be used to positively impact people's lives. In addition to his work at the Information School, he has diverse experiences implementing innovative digital products and services. Richard has managed large, multi-disciplinary, international product development teams and driven complex new business development projects. He has a Master of Communication Design in Design and Visual Communications from the Royal Melbourne Institute of Technology University.



JACOB O. WOB Brock, PROFESSOR

Jacob O. Wobbrock is a professor of Human-Computer Interaction. He directs the ACE Lab, is founding co-director of the CREATE Center, and is a founding member of the DUB Group. His research seeks to scientifically understand people's experiences of computers and information, and to improve those experiences by inventing new interactive technologies, especially for people with disabilities. His research topics include input & interaction techniques, human performance measurement & modeling, HCI research & design methods, mobile computing, and accessible computing. He received a B.S. with Honors in Symbolic Systems and an M.S. in Computer Science from Stanford University. He received a Ph.D. in Human-Computer Interaction from Carnegie Mellon University.

ALUMNI PROFILE



ALLISON FORD

Early-Career Accelerated
MSIM '20

Product Manager, Microsoft

In my role as a product manager, I utilize methods such as user research and collaborative problem solving to establish a strategy to improve the end-to-end experience of a product. I collaborate with engineers, designers, and customers to produce features that deliver value for our customers.

MSIM represented a major turning point in my education, where I was able to shift from learning about concepts to applying them practically. In my specialization classes, I was able to work with designers to build a product. And during my practicum, I was able to collaborate with stakeholders to solve real problems in my community. MSIM prepared me for my career by teaching me critical problem-solving skills, leadership and technical knowledge to succeed.

COMMUNITY CONNECTION

EVERYONE IS WELCOME

At the iSchool, we celebrate inclusion and connectedness as essential components of academic excellence. Students' educational, intellectual and social engagements are far richer and more meaningful when connecting with people with different points of view and life experiences. We define diversity broadly, to include not only race and gender but also class, sexual orientation, religion, disability and many other dimensions of the individuals among us.

The iSchool Office of Inclusion, Diversity, Equity, Access & Sovereignty (IDEAS) is here to help if you are –

- American Indian/Native Alaskan/Indigenous
- Black/African American
- Asian/Pacific Islander American

- Latino/Hispanic
- LGBTQAI+
- A disabled person
- A first-generation college student or graduate school scholar in your family, or are from a low socioeconomic background
- A veteran of the U.S. Armed Forces
- Part of any other underrepresented group in higher education
- Or if you are interested in diversity and inclusion

As a student, there are many ways to get involved with diversity in the iSchool and throughout the UW. We invite you to participate in our many diversity events, activities and programs, and to join a student group or serve on the iSchool IDEAS Committee.

ALUMNI PROFILE: MARQUISHA HICKS

Mid-Career online MSIM '22 | Unit Chief, California Department of Health Care Services

In my role at a California State Government Department, I work as part of a collaborative management team responsible for the operational and application support of mission-critical systems. I love the way we work as a team, keeping each other informed on projects/tasks and offering valuable solutions to meet our deliverables on time. I enjoy developing innovative approaches to improving efficiency and inspiring my team to achieve objectives.

The iSchool provided me with a holistic foundation in management and strategic leadership applicable to my career and everyday life. The MSIM program provided me with a sense of belonging to a world of current/future leaders employing analytical and critical thinking skills in recognizing organizational issues and opportunities. The iSchool exposed me to multiple career paths, emerging information management trends, and the benefits of diversity, equity, and inclusion (DEI). As a result, I am a confident leader capable of addressing complex organizational issues by developing strategies in alignment with information management concepts. The MSIM program has opened so many doors for me personally and professionally.



HOW TO APPLY

ATTEND AN INFORMATION SESSION:
[ISCHOOL.UW.EDU/EVENTS](https://ischool.uw.edu/events)

BASIC REQUIREMENTS

- All applicants must have a bachelor's degree* or higher in any discipline (* must be equivalent to a baccalaureate degree from a regionally accredited U.S. institution).
- Non-native English speakers are required to show proficiency with the English language. If using the TOEFL iBT to fulfill this requirement, a minimum score of 100 is required. (Note: The MSIM admissions committee has established a higher minimum TOEFL iBT requirement than that of the UW Graduate School.)
- Mid-Career applicants must show five years of relevant professional experience after completion of their post-secondary education. The UW Graduate School has a minimum 3.0 GPA requirement. As detailed on its website, individual programs may consider qualified applicants with a GPA below a 3.0. Applicants with a lower GPA may want to provide additional information in the Extenuating Circumstances part of the application.
- Official GRE or GMAT scores. Early-Career and Early-Career Accelerated candidates who have earned a bachelor's degree or higher from a regionally accredited institution located in the U.S. are exempt from the requirement. All Mid-Career applicants are also exempt from the requirement.

APPLICATION MATERIALS

- Statement of purpose
- Résumé or CV
- Two recommendation letters
- Program track selection: Early-Career, Early-Career Accelerated or Mid-Career
- Specialization selection
- GRE/GMAT scores (unless exempt)
- Non-native English speakers: Fulfill the English language proficiency requirement
- Transcripts (only unofficial transcripts required for submission)
- The application fee is \$85, payable by debit or credit card

Once you have chosen your program mode of delivery (residential or online), you can begin your MSIM application.

- Start your residential application at grad.uw.edu.
- Start your online application at ischool.uw.edu/msim-online-apply.

APPLICATION PERIOD

Residential and online students have different application periods; see our website for specific deadlines. Residential students are admitted once per year, with classes beginning autumn quarter. Students are admitted four times a year into the online degree options, with classes starting in any quarter.

We encourage prospective students from all backgrounds and professional experiences to apply.

Learn more at our website: ischool.uw.edu/msim

WHAT DOES IT COST?

UW iSchool tuition rates are competitive with those at other universities. For the 2022-23 academic year, the estimated cost is \$969 per credit, with 65 credits required for the Early-Career option (total cost: \$62,985). Fewer credits are required for the Early-Career Accelerated option (40 credits: \$38,760) and the Mid-Career option (36 credits: \$34,884).

Tuition costs are the same for all students, regardless of residency, program track or mode of delivery (residential/online).

We always encourage applicants to plan on financing their entire education. However, there is assistance available to help you reduce the cost:

- **Financial aid:** All domestic students are strongly encouraged to apply for financial aid. Go to uw.edu/financialaid for details.
- **iSchool scholarships:** All residential and online candidates who apply by the deadline are automatically considered for iSchool merit-based scholarships. Each year, a number of iSchool scholarships are awarded, with each covering up to a year of tuition. We also award select scholarships to second-year residential students.
- **Student employment:** The iSchool hires a limited number of students for graduate assistantships that provide partial tuition reimbursement. You may also apply for hourly positions within the iSchool and in other UW departments.
- **GSEE grants:** The UW Graduate School offers grants through the Office of Graduate Student Equity & Excellence. Learn more at grad.uw.edu/gsee.

CONTACT US

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The University of Washington reaffirms its policy of equal opportunity regardless of race, color, creed, religion, national origin, sex, sexual orientation, age, marital status, disability, or status as a disabled veteran or Vietnam-era veteran in accordance with University policy and applicable federal and state statutes and regulations.

The University of Washington is committed to providing access and reasonable accommodation in its services, programs, activities, education and employment for individuals with disabilities. To request disability accommodation in the application process, contact the Disability Services Office at least 10 days in advance at: 206.543.6450/V, 206.543.6452/TTY, 206.685.7264 (fax), or e-mail at dso@uw.edu.

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