



**Applied Information Management**  
Master's Degree Program

**You *manage* information.**  
**AIM helps you *master* it.**



UNIVERSITY OF OREGON

**AIM. For a Higher Performing Career.**

**3** *Easy Ways to  
Take the Next Step*

- 1** Visit <http://aimdegree.com>
- 2** Call us at (800) 824-2714
- 3** E-mail us at [aim@uoregon.edu](mailto:aim@uoregon.edu)

## Welcome to AIM: The MBA alternative for information managers.

To manage information in the digital age, you need more than just business and marketing techniques or technology theory. You need to be able to effectively manage all your information resources, from products and services to people and technologies.

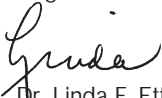
That's exactly why we created the Applied Information Management (AIM) master of science degree at the University of Oregon—and why it's been so successful since 1986.

AIM is a hands-on, real-world master's program for working, mid-career professionals. It's designed to give you highly relevant skills in information management, information design, business management, and applied research that you can begin using immediately on the job.

You'll love our flexible schedules, easy application process—and the ability to attend classes in downtown Portland evenings and weekends or anytime from your Internet-connected computer.

This guide gives you an overview of our unique program. If you need more information, visit <http://aimdegree.com> or get in touch by phone or e-mail. We're always happy to answer your questions personally.

Regards,



Dr. Linda F. Ettinger  
Sr. AIM Academic Director



**Linda F. Ettinger, Ph.D.**  
AIM Academic Director and  
Capstone course instructor.





*<http://aimdegree.com>*



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### Online Access

Study online, from anywhere.

## AIM At-a-Glance

### Degree:

Master of Science in Interdisciplinary Studies: Applied Information Management from the University of Oregon.

### Accreditation:

Regionally accredited by the Northwest Association of Schools and Colleges and the Western Interstate Commission for Higher Education.

### Time to complete:

Two and a half to three years as a part-time student.

### Location:

The University of Oregon Portland Center in downtown Portland, Oregon; online using the Blackboard course management system from anywhere in the world; or a combination of the two.

### Course times:

Evenings and weekends in Portland; anytime for online students.

### Admission requirements:

Undergraduate degree. Position (past or present) related to information management. At least five years work experience. Clear explanation of your intent to study information management. No entrance exam required.

### International students:

The online program is open to students outside the U.S. Those in the U.S. on a student visa are not eligible for the Portland program.

### Grading:

Core courses are graded; Capstone, Virtual Learning and Teams and short courses are pass/no pass. Students must maintain a 3.0 (B) average throughout the program.

### Credits needed for degree:

54 quarter credits.



**Tuition:**

\$520 per credit; \$28,080 tuition plus miscellaneous fees—subject to change at any time.

**Start times:**

January and June when the prefatory series of courses begins.

**When to apply:**

We review applications year-round and request that you submit all items at least two months prior to the start of the term for which you are seeking admission, as shown below:

- Summer term:** April 1
- Fall term:** July 1
- Winter term:** October 1
- Spring term:** February 1

**Financial aid:**

Available to admitted students in the program. Call (800) 760-6953 or visit <http://aimdegree.com/prospective/financial/> for more information.

**Contact information:**

AIM Program  
University of Oregon  
1277 University of Oregon  
Eugene, OR 97403-1277  
(800) 824-2714 or (541) 346-4231  
E-mail: [aim@uoregon.edu](mailto:aim@uoregon.edu)

**Are you Competitive?**

“The AIM Program gives future managers the competitive edge to effectively deal with the immense flow of information into their organizations. It also provides an opportunity to apply the theoretical class work to real-world projects, enabling students to get immediate feedback and satisfaction.”

Mehran Ferdowsian,  
Systems Engineer,  
Intel Corporation

*<http://aimdegree.com>*

## Ten Reasons to Choose AIM

1. Designed for real-world professionals who want to enhance their information management skills. Not your typical MBA.
2. You earn a graduate degree from the prestigious University of Oregon.
3. It's practical and applied. You can use what you learn in class the next day at work.
4. Courses scheduled for working adults. Evenings and weekends in Portland or via the Web anytime.
5. Award-winning faculty members offer real-world expertise and perspectives.
6. A multidisciplinary approach unlike any other graduate degree program. AIM covers such key areas as information management, information design, business management, and applied research, giving you unique skills and a distinct advantage in your career.
7. Efficient, friendly AIM Program staff quickly respond to questions and minimize the bureaucratic hassle of earning a degree.
8. A diverse group of students, enabling you to make connections with professionals from some of the finest organizations.
9. Cutting-edge courses. Core courses build a solid foundation in information management, while short courses focus on the latest processes and technologies.
10. AIM makes it simple to apply. No entrance exams. Applicants are selected based on professional experience and potential for academic success, rather than a specific kind of bachelor's degree or a graduate entrance exam score.

### Awards and Recognitions

Grants from Learn Anywhere Anytime Program, eCollege.com, Apple Computer and the Alfred P. Sloan Foundation.

Recognized by the Portland Chamber of Commerce as a distinguished Higher Education program.

The University of Oregon is regionally accredited by the NW Association of Schools and Colleges and a member of the Association of American Universities (AAU).

AIM Online is affiliated with the Sloan Consortium.

## About AIM

In 1985, Tektronix managers met with academic leaders and created a first-of-its-kind initiative to ensure that their managers had the skills and knowledge to excel in the rapidly changing digital age. The result was the Applied Information Management degree from the University of Oregon—now a successful and prestigious, multidisciplinary master of science degree with full accreditation, award-winning instructors, and a worldwide reputation. Today, AIM is well-known for its unique applied approach, teaching students real-world skills they can put to use immediately in the workplace.



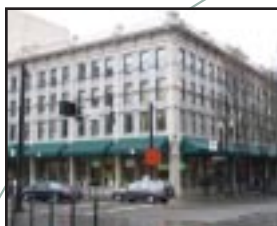
In taking a true multidisciplinary approach, AIM departs from traditional MBA programs by examining information management from a variety of perspectives, including educational technology, information science, business management, communication and journalism, fine arts, and library science. This big picture outlook gives students invaluable skills to truly excel in their careers.

## Is AIM Right for You?

Because AIM takes a broad approach to information management, it is ideal for mid-career professionals working in a wide range of companies and positions, including information systems managers, technical writers, database administrators, Web page developers, desktop support analysts, marketing managers, financial systems analysts, network administrators, engineers, systems analysts, designers, accountants, educators,

### Professional Students

AIM students work in varied positions.



### UO Portland Center

The University of Oregon Portland Center is the headquarters for the Portland campus AIM Program as well as many UO activities in the Portland metropolitan area. With its own Vintage Trolley stop and its location in the Willamette Block Building, built in 1882, the Portland Center offers a glimpse of history—and programs to prepare you for the future.

law enforcement personnel, healthcare managers, and software developers.

AIM students range in age from their late 20s to early 50s. Many have children, from newborns to high school graduates. A few have already completed an MBA or other master's degree.

If you need to manage information, systems, people, and technologies in your company or organization, AIM is for you.

### Flexible Part-Time Schedule

AIM is designed for working professionals. Students take only one course at a time, which means that you can earn a master's degree without interrupting your career. Evening and weekend courses are available at our downtown Portland campus. Of course, our entire program is also available online. Portland-based students are welcome to enroll in the online courses and online students in the geographic area can attend courses in Portland.

### Multidisciplinary Curriculum

Students begin the program with an Orientation Module—a series of courses that address online learning, electronic research and research writing. These courses run for either four or seven weeks. After completing the orientation courses, students enroll in courses in four components.

Core courses run seven weeks and build a solid foundation in key disciplines of the field. Core courses, with the exception of Virtual Learning and Teams and Capstone, must be taken for letter grades (A, B, C, D, F). The core courses provide 44 of the 54 credits required for the degree.

- Information Management.  
Addresses information resources, communications, and management tools.

<http://aimdegree.com>

- **Business Management.**  
Addresses aspects of management strategies and structures and marketing.
- **Information Design.**  
Addresses the identification, organization, and presentation of information.
- **Applied Research.**  
Addresses research writing, research methods, and the development of a final Capstone research study.

Short courses total the remaining 10 credits and focus on emerging technologies and current trends, keeping the program fresh and relevant. Short courses change with the times to reflect the latest knowledge and technologies.

Portland-area short courses run 18-20 hours over two weekends or on four Thursday evenings and one Saturday. Online short courses run for four weeks. Short courses are graded on a pass/no pass basis only. Here is a sampling of titles:



- Business Ethics
- CIO - Influence without Authority
- Conflict Resolution
- Contingency Planning
- Data Mining
- Digital Rights Management
- Information Architecture
- Making Sense of Financial Data
- Managing IT/IS Security
- Planning for Organizational Change
- Search Marketing
- Systems Analysis
- Taxonomies
- Tools for Systems Thinking

**Flexible Schedule**

Courses scheduled for you, evenings and weekends in Portland or via the Web anytime.

### Diverse Faculty

University of Oregon faculty earned \$84 million in research grants and awards for the 2004-05 fiscal year, making this the UO's third consecutive record-setting year.

## Award-Winning Faculty

The AIM faculty is as multidisciplinary as the curriculum in which they teach. Many teach in the AIM Program while also serving in other Oregon institutions of higher education. Others work within the private sector, either as heads of their own companies or as information management specialists. In all cases, faculty teach in AIM because of their expertise in the field and their desire to work with a dynamic group of graduate students.

## Tuition and Fees

Tuition is the same for students in either the online or Portland campus program: \$520 per credit. Tuition is also the same in-state or out-of-state. Additionally, there is a \$50 application fee, a one-time \$250 matriculation fee, and a \$100 per course technology fee for select courses. Tuition and fees are subject to change at any time.

## Financial Aid

The University of Oregon Office of Student Financial Aid offers information and financial assistance to graduate students who are U.S. citizens or permanent residents and are enrolled for at least five credits per academic quarter (half-time). You may apply before admission to the AIM Program any time of year, but priority is given to applications submitted before March 1 of the year assistance is requested.



For more information, contact:

Office of Student Financial Aid  
260 Oregon Hall  
University of Oregon  
Eugene OR 97403  
(541) 346-3221  
(800) 760-6953

Or visit: <http://financialaid.uoregon.edu/>

While there are no fellowships, assistantships, or scholarships available at this time, you may explore the following options:

### **Employer Tuition Support**

Many employers provide tuition assistance for the AIM degree, so check with your organization's personnel or employee training and development department.

### **AIM Graduates**

Nine graduates savor the day with AIM faculty and staff.





### Connections

Make connections with professionals from some of the finest organizations.

### GI Education Benefits

AIM is certified by the Veterans Administration. For more information, contact the UO Registrar's Office and ask for the veterans benefits clerk:

(541) 346-3119  
veterans@uoregon.edu

### Hope Scholarship and Lifetime Learning Credit

For more information on these tax credits, visit the following sites:

<http://baowww.uoregon.edu/Student/studentHopetax-credit.htm>

<http://www.irs.gov/individuals/students/index.html>

<http://www.irs.gov/pub/irs-pdf/p970.pdf>

### AIM. For a Higher Performing Career.

Take the next step and apply for admission—we make it easy. No entrance exam. No complicated forms. If you have the professional experience and academic background to contribute to and enrich class discussions and team-based learning, have at least five years experience in a relevant field, hold an accredited bachelor's degree, and have Internet access, then we look forward to reviewing your application, which should include:

- Applicant information sheet
- University of Oregon application form
- Official transcripts (two sets)
- Letters of recommendation (three)
- Statement of purpose
- Autobiographical essay
- Current professional resume
- Photograph
- TOEFL or IELTS score (if you don't have a degree from an English-speaking institution)

<http://aimdegree.com>



Please visit <http://aimdegree.com/prospective/admissions/process.php> for a step-by-step application guide.

Or, for assistance, answers to your specific questions, or more information, please get in touch:

<http://aimdegree.com>  
[aim@uoregon.edu](mailto:aim@uoregon.edu)  
(541) 346-4231 Eugene  
(800) 824-2714 US toll-free number  
(541) 346-3545 fax

AIM Program  
University of Oregon  
1277 University of Oregon  
Eugene, OR 97403-1277

## AIM Graduates Are Making a Difference at . . .

- Standard Insurance Company, as a Software Architect
- Mentor Graphics Corporation, as an IT Business Systems Analyst
- Southwest Washington Medical Center, as a Systems Analyst
- Intel Corporation, as a Sr. Human Factors Engineer
- UPS, as a Business Systems Analyst
- University of Minnesota, as an Associate Director Instructional Technology Center
- Oregon Department of Transportation, as a Senior Project Manager
- Federated Systems Group, as a Manager of Network Technology
- Nevada Legislature, as a Webmaster
- Springfield Oregon Police Department, as a Detective Sergeant, Investigative Services

## . . . what about you?

### Valuable Returns

"When a power grid failure in northern Ohio started a chain reaction that snowballed into one of the largest blackouts in US history, I (and my team) found myself front and center in a company recovery effort.

Our immediate response was to execute our emergency management plan, which I had recently re-worked after completing the AIM Information Emergency Management class.

The plan's communication matrix, redundant systems, vendor agreements and rapid response protocols minimized the impact of the blackout to my company and got us back up and selling, while many of our competitors had to simply wait it out."

—Bob Reilly, Network Technology Manager, Federated Systems Group

## Employers of AIM Graduates and Current Students

AIM students come from a wide variety of organizations. Many of these leading businesses and institutions not only offer their employees support in their quest for higher education, but contribute financially to this education. For a complete list of employers of AIM graduates and current students visit <http://aimdegree.com/prospective/profiles/employers.php>.

ACS, Inc.  
ADC  
A-dec Inc.  
ADP  
Adventist Medical Center  
Allied Systems Company  
AMD  
American Standard  
Arthur Andersen, LLP  
AT&T  
Bank of America  
Bank of the Northwest  
Banks School District  
Beaverton School District  
Benova, Inc.  
Best Software  
Blackwell North America  
Boeing, Inc.  
Bonneville Power Administration  
Cadence Design Systems, Inc.  
CFI ProServices, Inc.  
City of Eugene  
City of Springfield-Police Department  
City of Tigard  
Clackamas Education Service District  
CNET Networks  
CNF Service Co.  
CNF Transportation  
Cognizant Technology Solutions  
Columbia Credit Union  
Columbia Steel Casting Co., Inc.  
Columbia Ultimate Business Systems  
Computer Associates  
CompView  
Context Corporation  
Con-Way Transportation Services  
Corillian Corp.  
Dark Horse Comics, Inc.  
Dick's Drive in Restaurants  
DynamicCity  
Eagan, McAllister Associates, Inc.  
eFusion  
Electro Scientific Industries  
Electronic Data Systems  
Emery Worldwide  
Federal Reserve Bank  
Federated Systems Group  
FIBRES International, LLC  
Flight Dynamics, Inc.  
Frank Russell  
Freightliner Corporation  
Fujitsu Computer Products of America  
Gateway Computers, Inc.  
Georgia-Pacific Corporation  
Hamilton Sundstrand Power Systems  
HBO  
Hewlett-Packard Company  
HSBC Card Services  
Hyperion Software  
IdaTech, LLC  
Industrial Design Corp.  
IMS Global Learning Consortium, Inc.  
InfoGroup Northwest  
Intel Corporation




Isis, NW  
ITT Technical Institute  
James River Corporation  
Josephine County, Oregon  
Junction City School District  
Kaiser Permanente  
Kaiser Permanente Center for Health  
Research  
KNSI, LLC  
Key Corp.  
Key Knife, Inc.  
Legacy Health System  
Legacy Mt. Hood Medical Center  
Lingo Systems L.L.C.  
Lockheed Martin Integrated Business  
Solutions  
M Financial Group  
Matrix Associates  
Mentor Graphics Corporation  
Meridian Technology Group  
Merix Corporation  
Molecular Probes Inc.  
Mt. Hood Interactive  
Multnomah County Sheriff's Office  
Nationwide Insurance Companies  
Nevada State Legislature  
New Horizons Computer Learning  
Center  
NIKE, Inc.  
Nintendo of America, Inc.  
Nokia  
North Pacific Insurance Co.

NW Natural  
NW Pump & Equipment Co.  
OECO Corporation  
OMPRO  
Oracle Corporation  
Oregon Convention Center  
Oregon Cutting Systems Group  
Oregon Department of Corrections  
Oregon Department of Environmental  
Quality  
Oregon Episcopal School  
Oregon Health & Science University  
Oregon Public Employees Retirement  
System  
Oregon State Lottery  
Oregon State Police  
Oregon State Treasury  
Oregon Total Information System  
Oregon University System  
PacifiCare Health Systems  
PacifiCorp  
Pacific Metal Company  
Pacific University  
Parker Hannifin Corporation  
Peak Information Technology Services  
Poorman-Douglas Corp.  
Portland Community College  
Portland General Energy Services, Inc.  
Portland (OR) VA Medical Center  
Presentation Dynamics  
The Private Industry Council  
Programming & Consulting Services

Providence Health Plan  
Providence Portland Medical Center  
Providence St. Vincent Hospital  
Pyramid MDT  
Qwest Dex  
RBTT Financial Group  
The Regence Group  
Region 9 Educational Service District  
Remedy Corporation  
Rentrak Corporation  
The Riddle Press  
Rocket Group Inc.  
SAIF Corporation  
SEH America  
Sentrol, Inc.  
Sequent Computer Systems, Inc.  
Sony Disc Manufacturing  
Southwest Washington Medical Center  
Standard Insurance Co.  
State of Oregon  
St. Vincent dePaul Rehabilitation  
Service, Inc.  
Supertracks, Inc.  
Symbol Technologies, Inc.  
Symantec Corporation  
Sysco Food Services of Portland  
Tektronix, Inc.  
Tiffany & Co.  
Timberline Software Corp.  
TransCore Commercial Services

TRI MET  
The DuBoff Law Group, LLC  
Umatilla-Morrow ESD  
Underwriters Laboratories  
Unisys Corporation  
United Parcel Service  
United States Cellular  
University of California, Santa Cruz  
University of Minnesota, Northern Great  
Plains, Inc.  
University of Oregon  
University of Portland  
US Air Force  
US Army  
US Army Corp of Engineers  
US Bancorp  
US Fish and Wildlife Service  
US Trust Company of the Pacific  
Northwest  
USDA Forest Service  
US West Communications  
Vertek Corporation  
Wacker Siltronic Corporation  
Wells Fargo  
West Star Bank  
Weyerhaeuser  
Whitman College  
William M. Mercer, Inc.  
Xerox Business Services

<http://aimdegree.com>



## Check Out UO Continuing Education Opportunities

*A New Key to Success*

### **Professional Development**

- Sustainability Leadership Workshops and Certificate Program (Portland)
- Festival and Event Management Workshops and Certificate Program (Portland)
- Education 2000+ Teacher Workshops (your facility or ours)
- Distance Education Undergraduate Courses (fully online)
- Customized Business and Management Training (your facility or ours)

### **Osher Lifelong Learning Institute for seasoned adults**

- Central Oregon
- Eugene/Springfield

<http://center.uoregon.edu>  
**(800) 824-2714**



UNIVERSITY OF OREGON

