While majoring in informatics at Indiana University, students can choose their cognate to focus their B.S. in informatics on. One cognate informatics students can choose is business. In this cognate, the goal is to teach the basics of business and how it relates to and interacts with information technology and informatics (Business 1). Areas of business that are touched on include finance, marketing, and management. Through this cognate, students will understand fundamental analyzing with the application of technology to gather data about business (Business 1).

Students that choose this cognate open themselves up to a great opportunity in the business world. Many jobs today include advanced technology to analyze data in the business world. Jobs these students could be qualified for include, but not limited to, a marketing analyst, business analyst, and a technical consultant. All these jobs include the use of information technology in business and would be great fits for students with the business cognate (Business 2).

To receive this cognate, students have to take specific classes related to both business and informatics. The one class all students have to take is Computer in Business (K201). Other classes include an accounting class (either A200 or A201), a business law class, and a management class. (Business 1).

Another cognate students can choose is the public health cognate. This cognate is designed to teach students the research, data analysis, and evaluation of the methods of public health through the use of technology (Public Health 1). According to the cognate’s website, health informatics is flourishing
in the U.S economy, being one of the fastest growing fields (Public Health 1). Through this cognate, students should be able to understand the “complex connection” that exist between the heath field and technology world. (Public Health 1)

With this cognate, students can expect jobs such as health care management, software developer, and public health official (Public Health 1). These jobs are perfect fits for the public health cognate and with this cognate students will be prepared for any job related to public and environmental affairs in health (Public Health 1).

For this cognate, students are required to take classes such as Community Health, Health Information and Statistics, and Epidemiology. These classes cover the connection between health and technology and prepare students for a career in public health. (Public Health 1)
Works Cited

