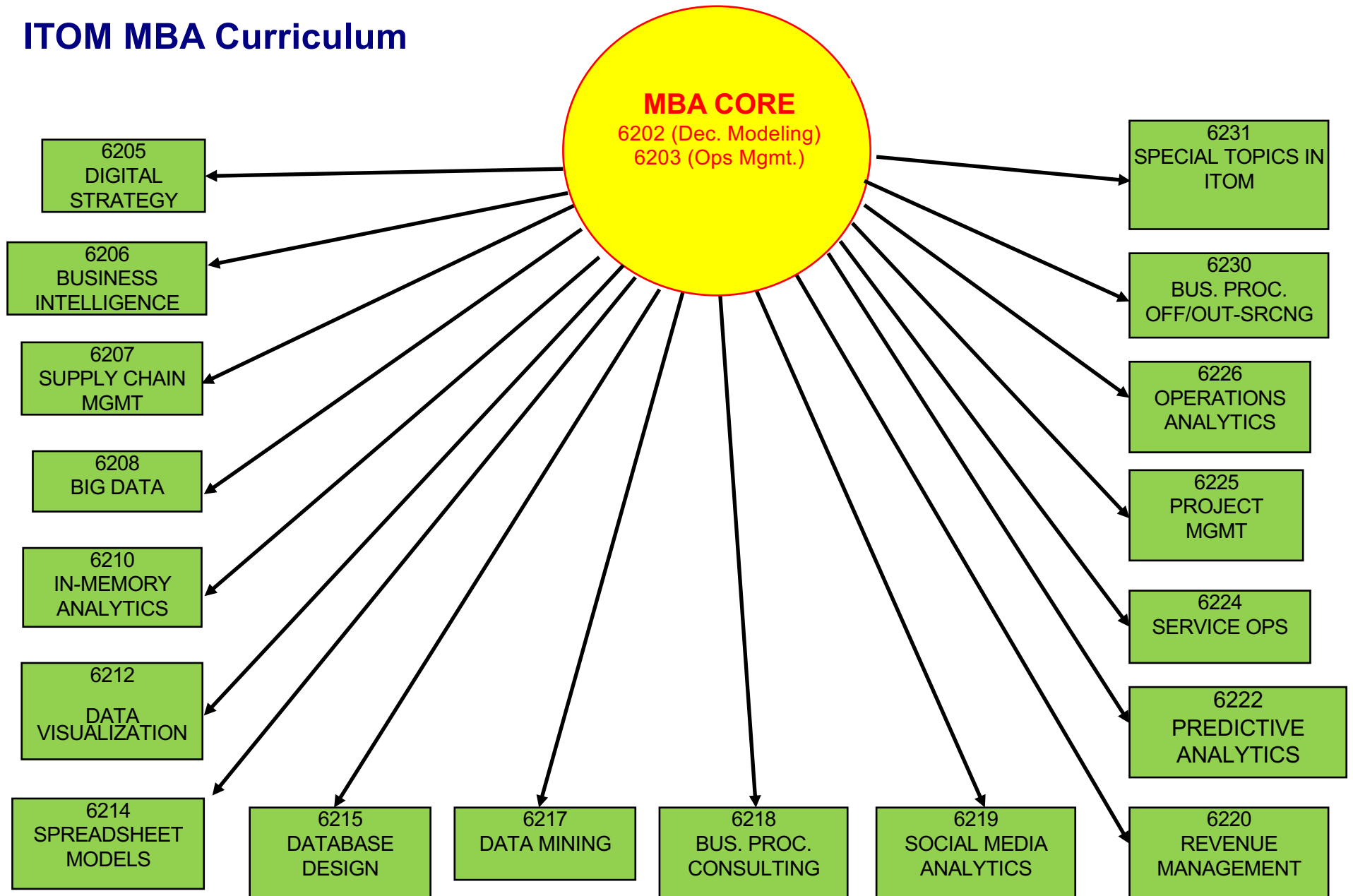




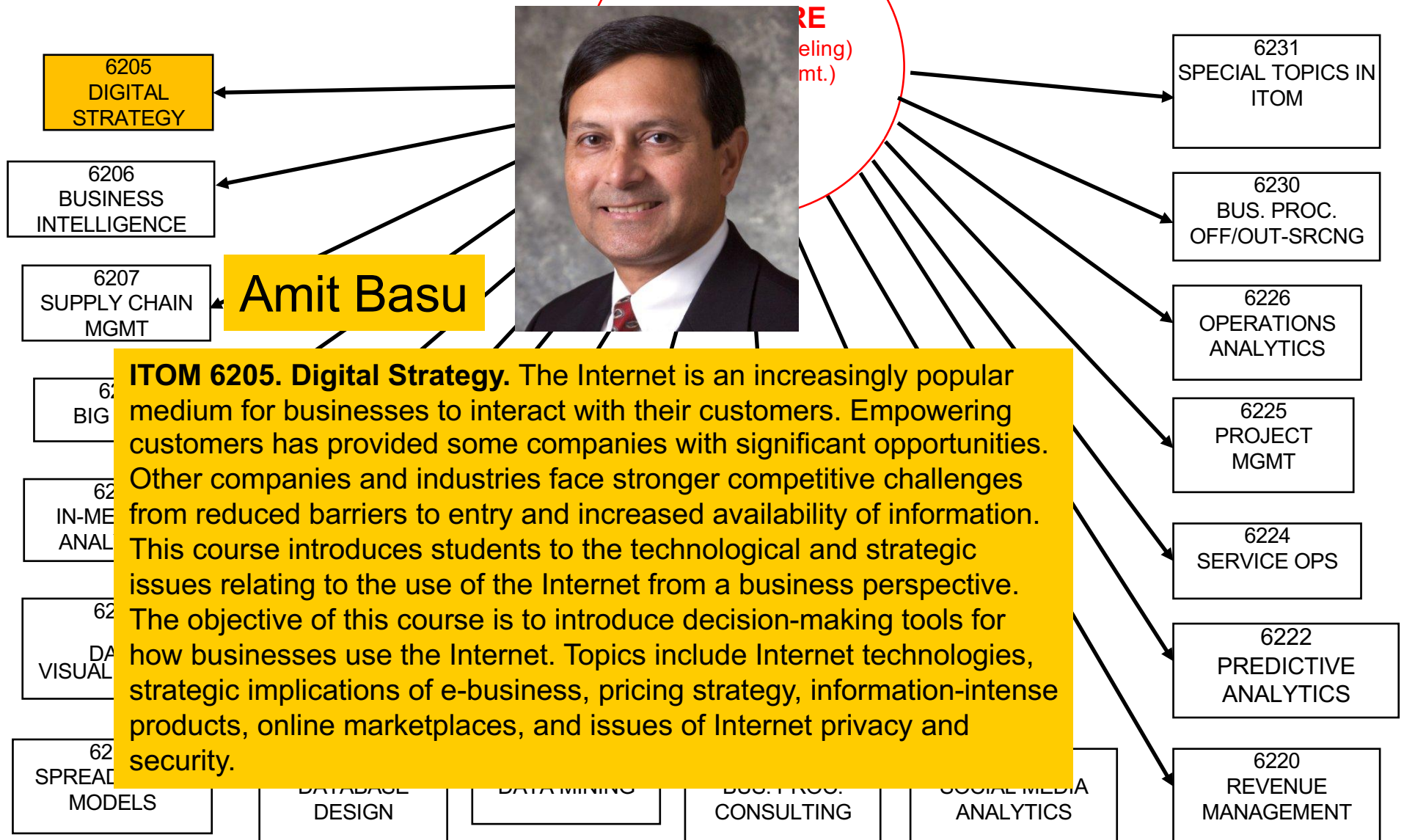
# ITOM Curriculum

Cox School MBA Program

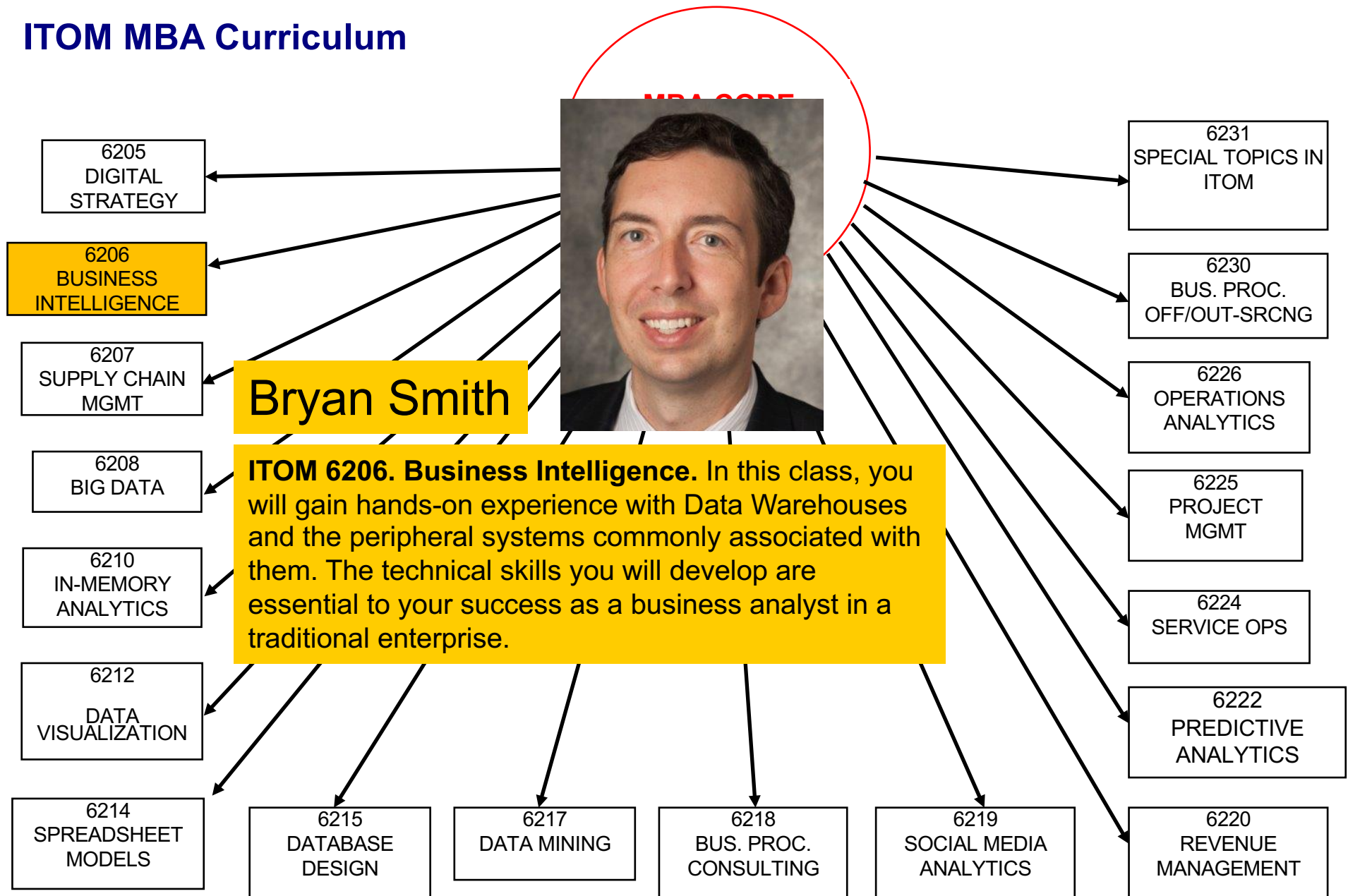
# ITOM MBA Curriculum



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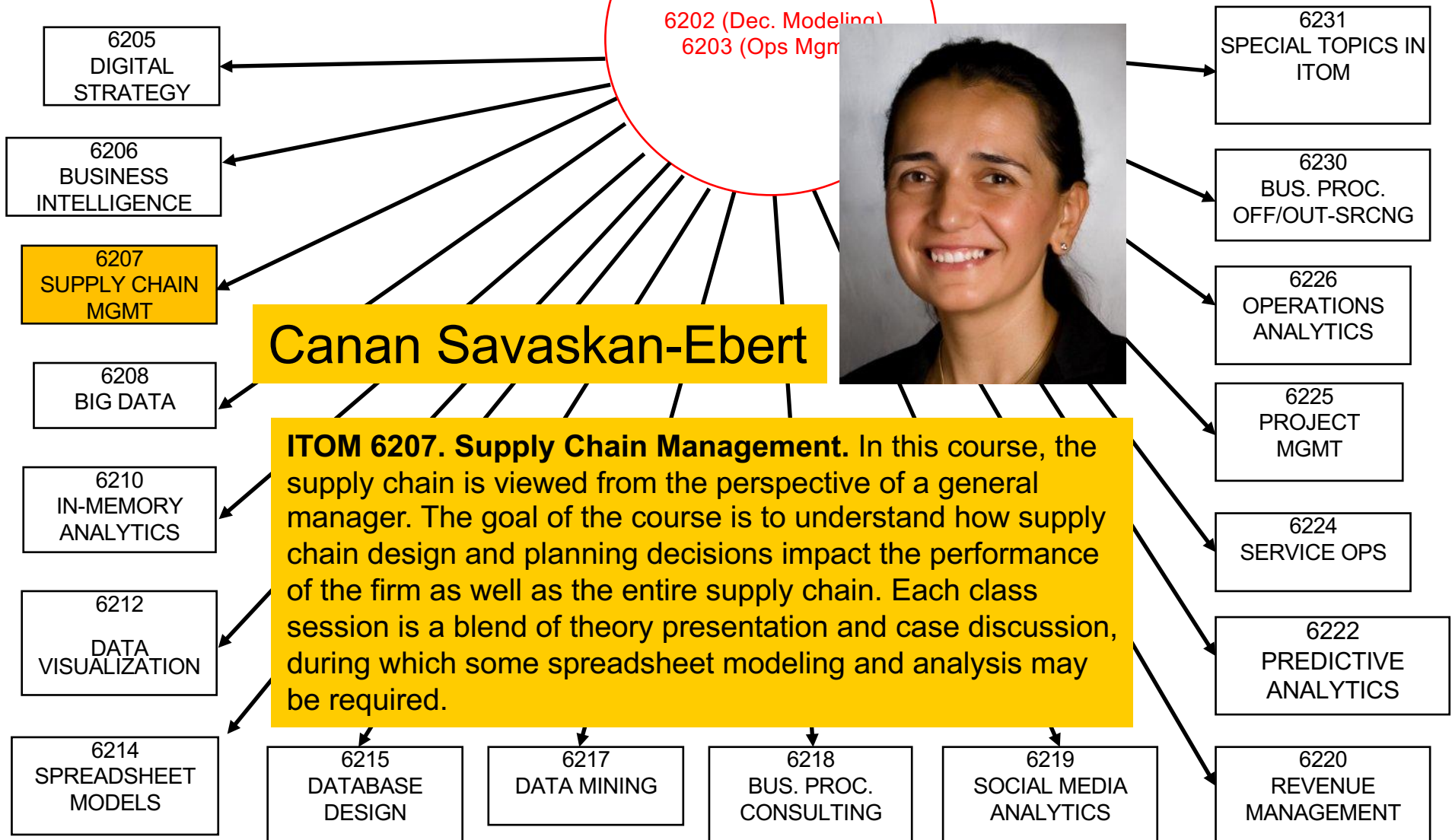
## MBA CORE

6202 (Dec. Modeling)  
6203 (Ops Mgmt)



Canan Savaskan-Ebert

**ITOM 6207. Supply Chain Management.** In this course, the supply chain is viewed from the perspective of a general manager. The goal of the course is to understand how supply chain design and planning decisions impact the performance of the firm as well as the entire supply chain. Each class session is a blend of theory presentation and case discussion, during which some spreadsheet modeling and analysis may be required.



# ITOM MBA Curriculum

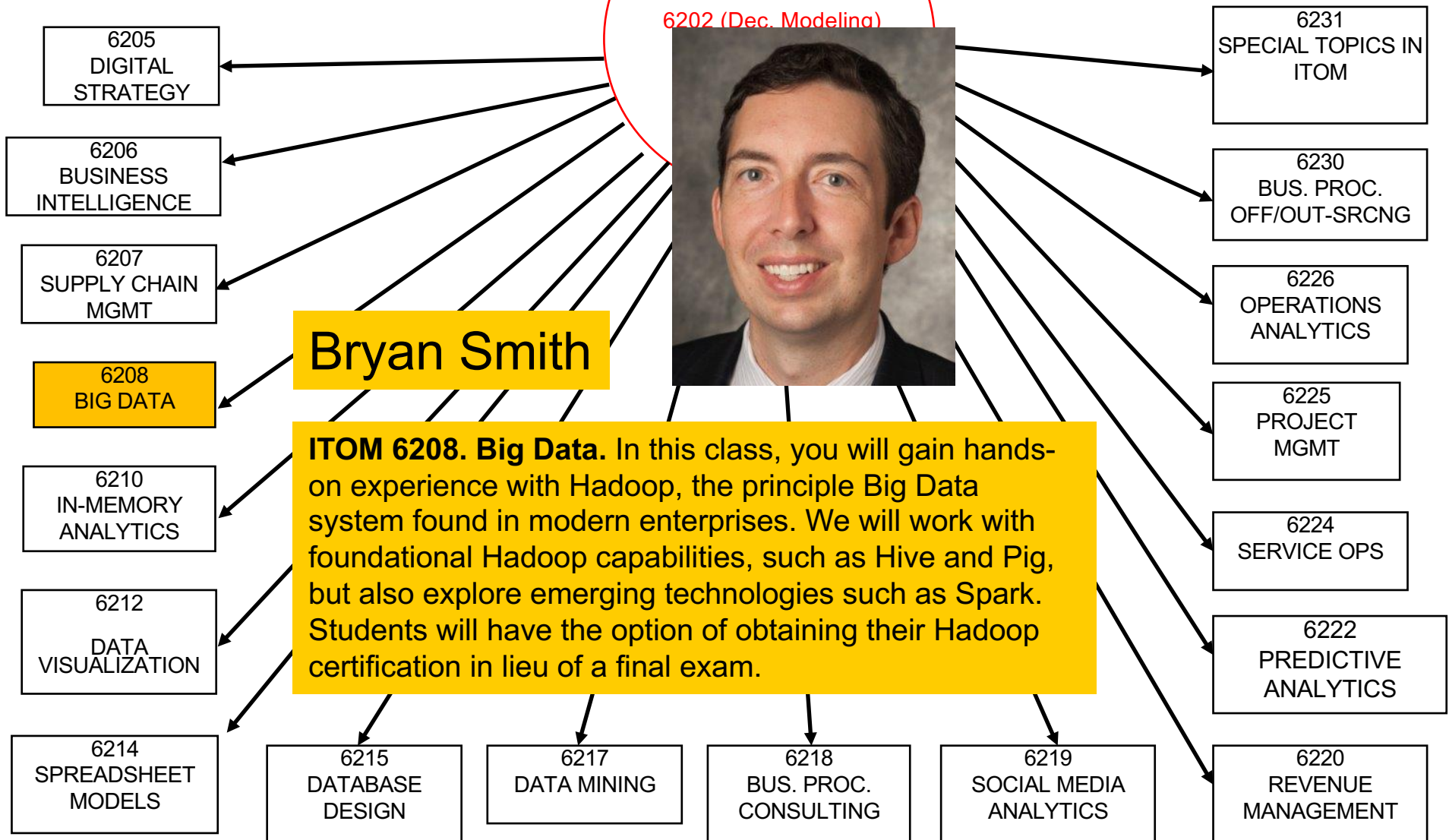
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6202 (Dec. Modeling)

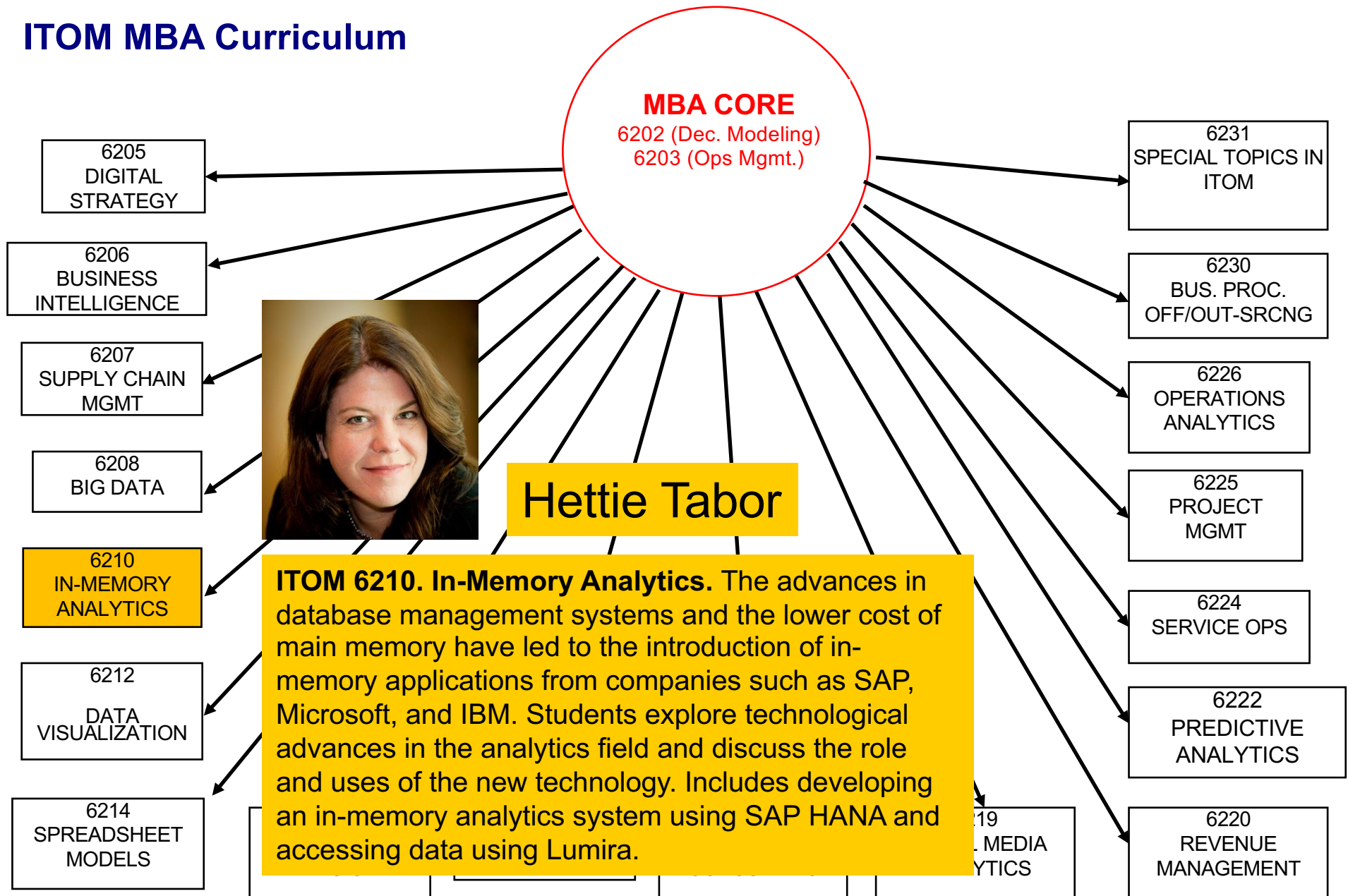


**Bryan Smith**

**ITOM 6208. Big Data.** In this class, you will gain hands-on experience with Hadoop, the principle Big Data system found in modern enterprises. We will work with foundational Hadoop capabilities, such as Hive and Pig, but also explore emerging technologies such as Spark. Students will have the option of obtaining their Hadoop certification in lieu of a final exam.

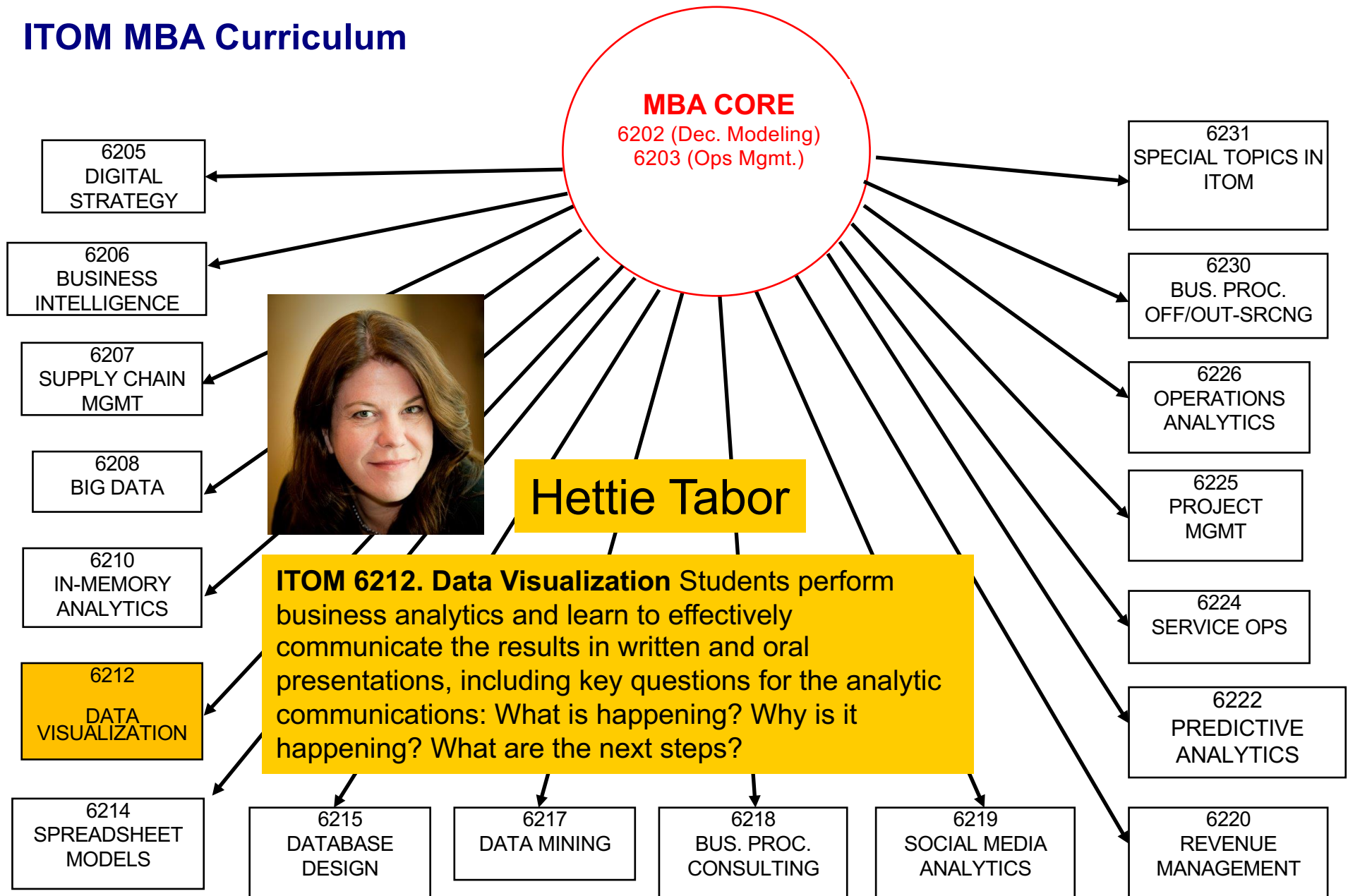


# ITOM MBA Curriculum



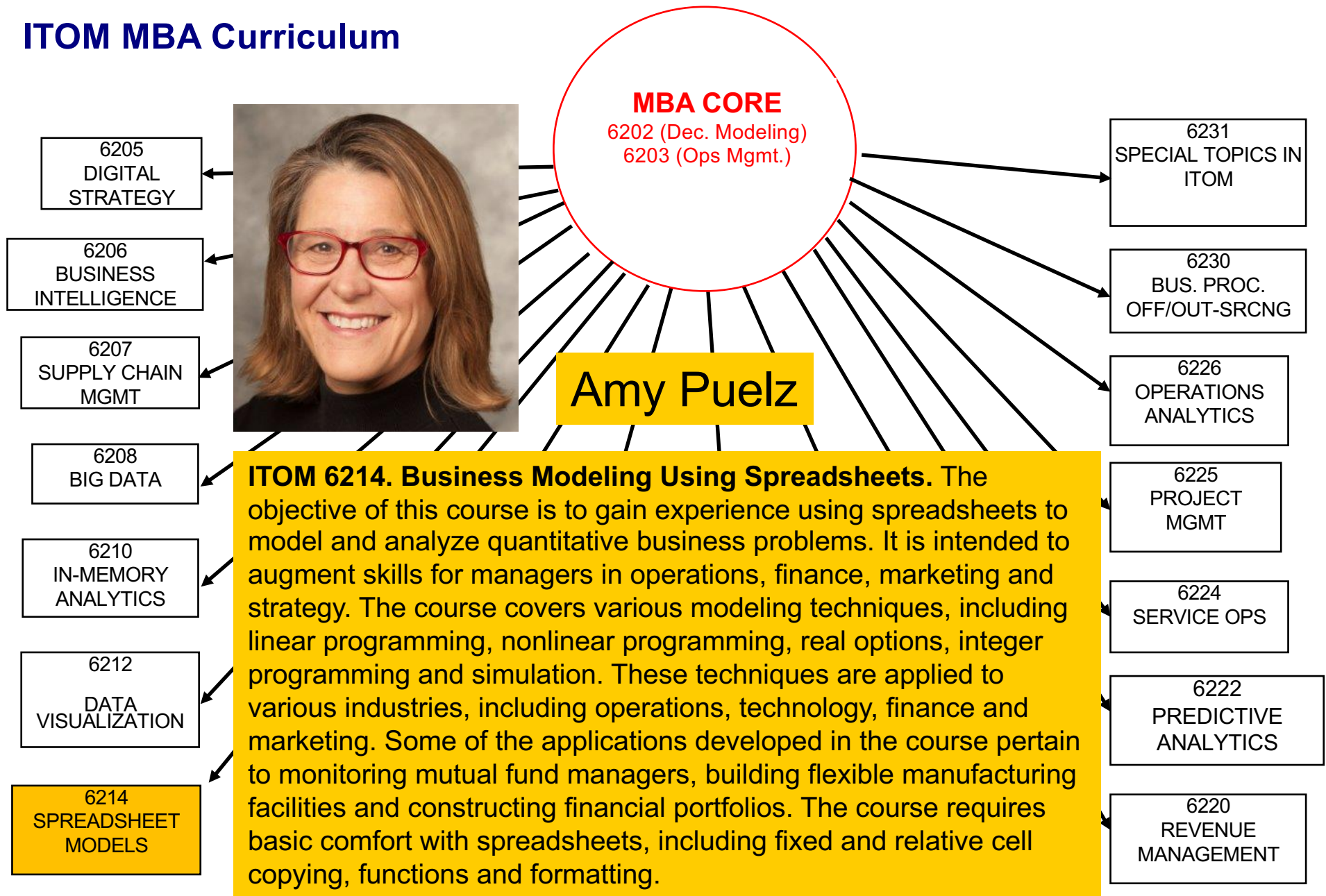


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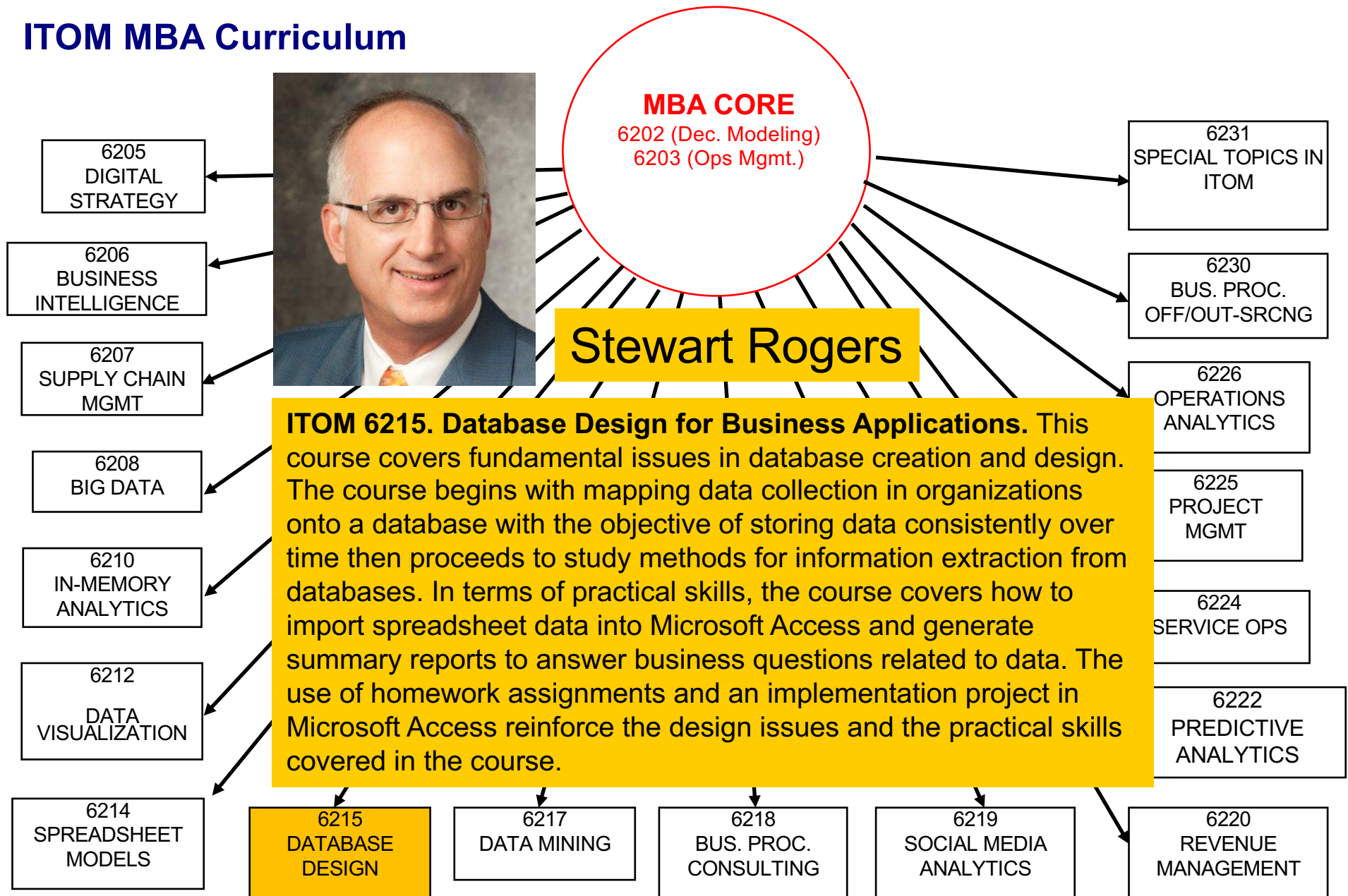




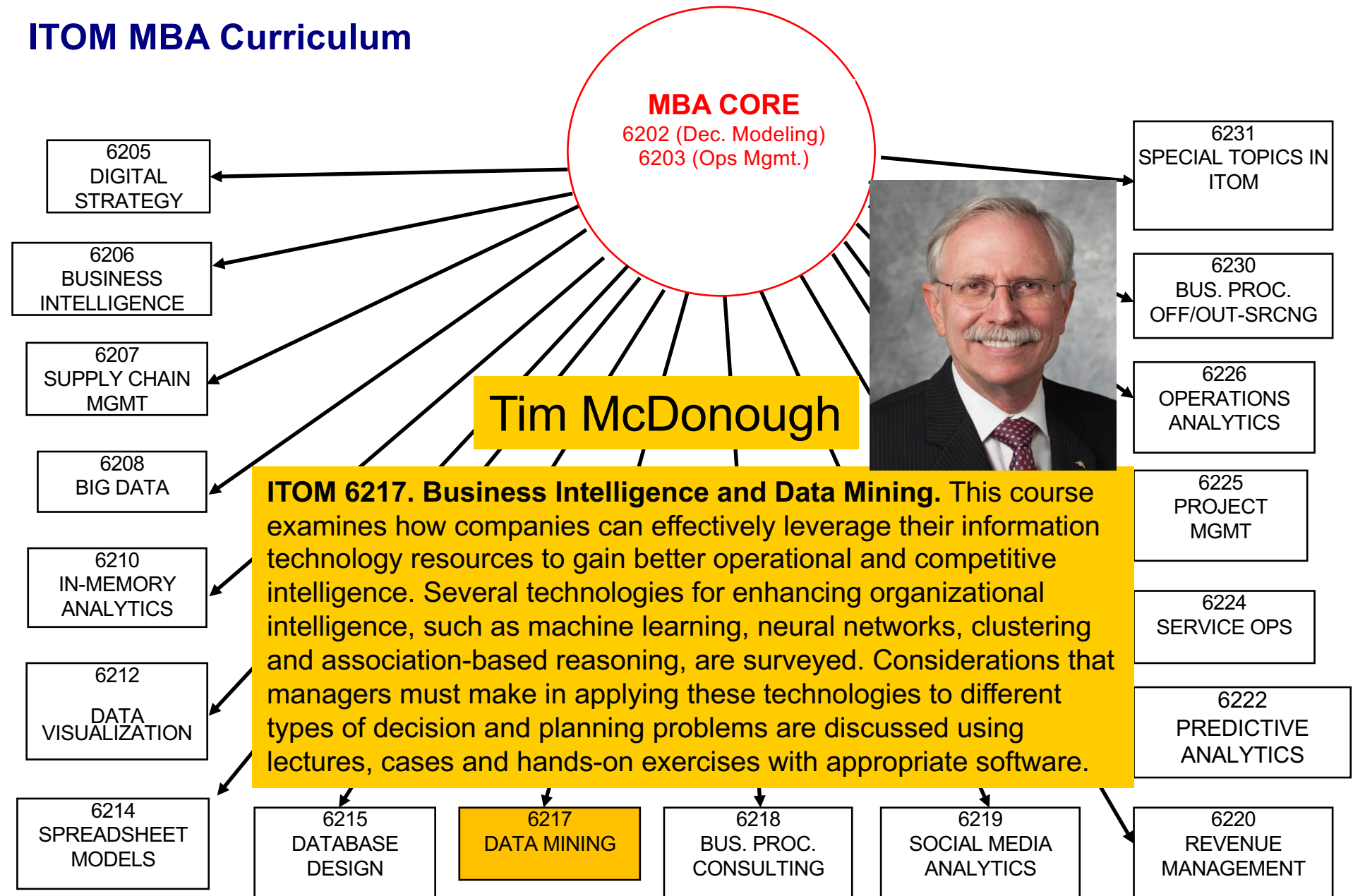
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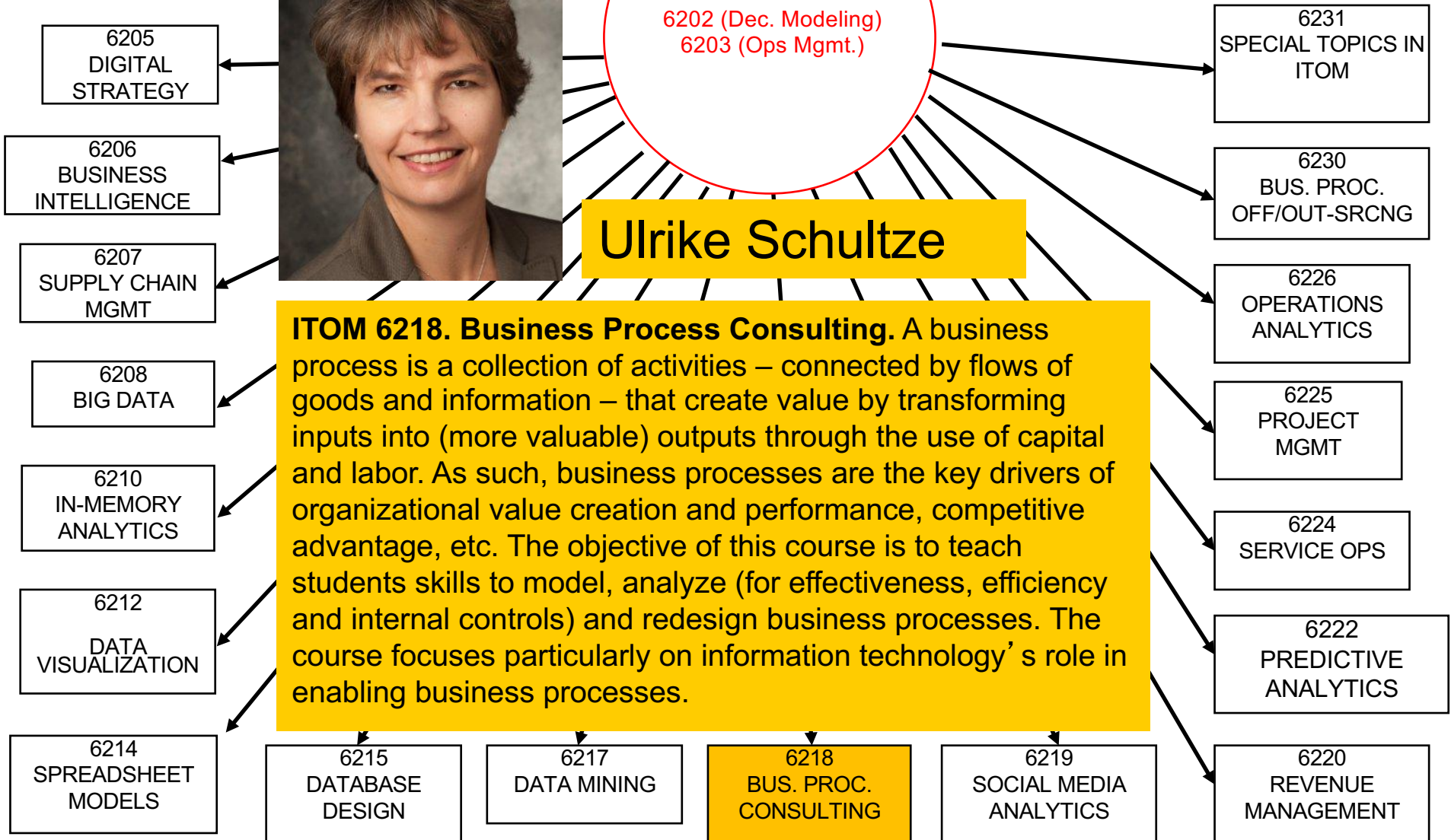


## MBA CORE

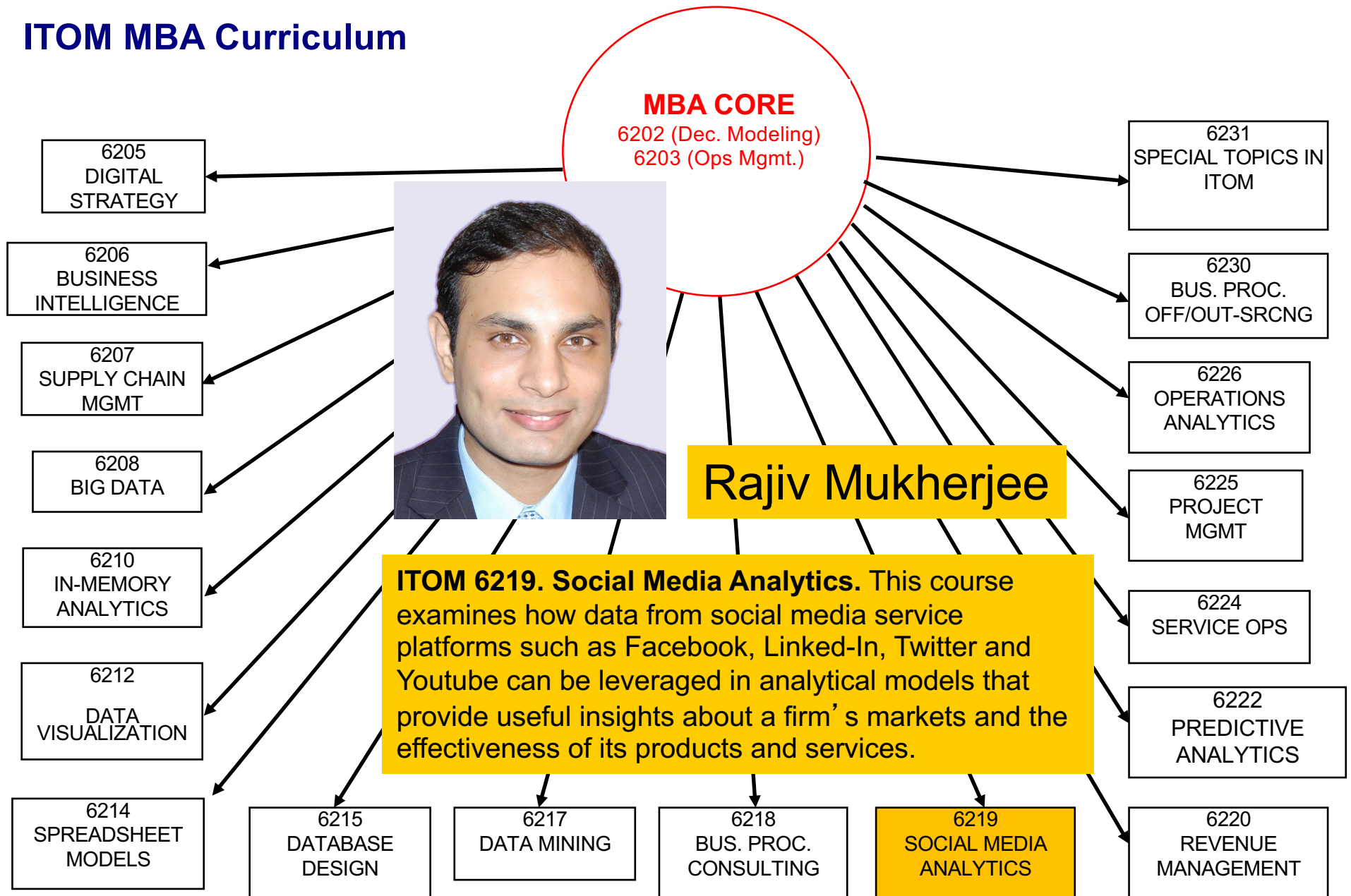
6202 (Dec. Modeling)  
6203 (Ops Mgmt.)

**Ulrike Schultze**

**ITOM 6218. Business Process Consulting.** A business process is a collection of activities – connected by flows of goods and information – that create value by transforming inputs into (more valuable) outputs through the use of capital and labor. As such, business processes are the key drivers of organizational value creation and performance, competitive advantage, etc. The objective of this course is to teach students skills to model, analyze (for effectiveness, efficiency and internal controls) and redesign business processes. The course focuses particularly on information technology's role in enabling business processes.



# ITOM MBA Curriculum



# ITOM MBA Curriculum

## MBA CORE

6202 (Dec. Modeling)  
6203 (Ops Mgmt.)



John Semple

**ITOM 6220. Revenue Management.** Revenue management involves methods for increasing revenue by offering different fares/prices as perishable capacity is consumed. Examples of RM can be found in the airline, hotel, railroad, rental car, and retail fashion businesses, among others. The class covers a variety of topics, including price optimization (with and without capacity constraints), Littlewood's two-class model, the n-class single resource RM problem, nested controls, bid price controls, heuristic approaches, network capacity control, overbooking models, markdown optimization, and more. Students learn how to implement RM models using dynamic programming and linear programming in Excel.

6231  
SPECIAL TOPICS IN  
ITOM

6230  
BUS. PROC.  
OFF/OUT-SRCNG

6226  
OPERATIONS  
ANALYTICS

6225  
PROJECT  
MGMT

6224  
SERVICE OPS

6222  
PREDICTIVE  
ANALYTICS

6220  
REVENUE  
MANAGEMENT

6205  
DIGITAL  
STRATEGY

6206  
BUSINESS  
INTELLIGENCE

6207  
SUPPLY CHAIN  
MGMT

6208  
BIG DATA

6209  
IN-MEMORY  
ANALYTICS

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DATA  
VISUALIZATION

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SPREADSHEET  
MODELS

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DATABASE  
DESIGN

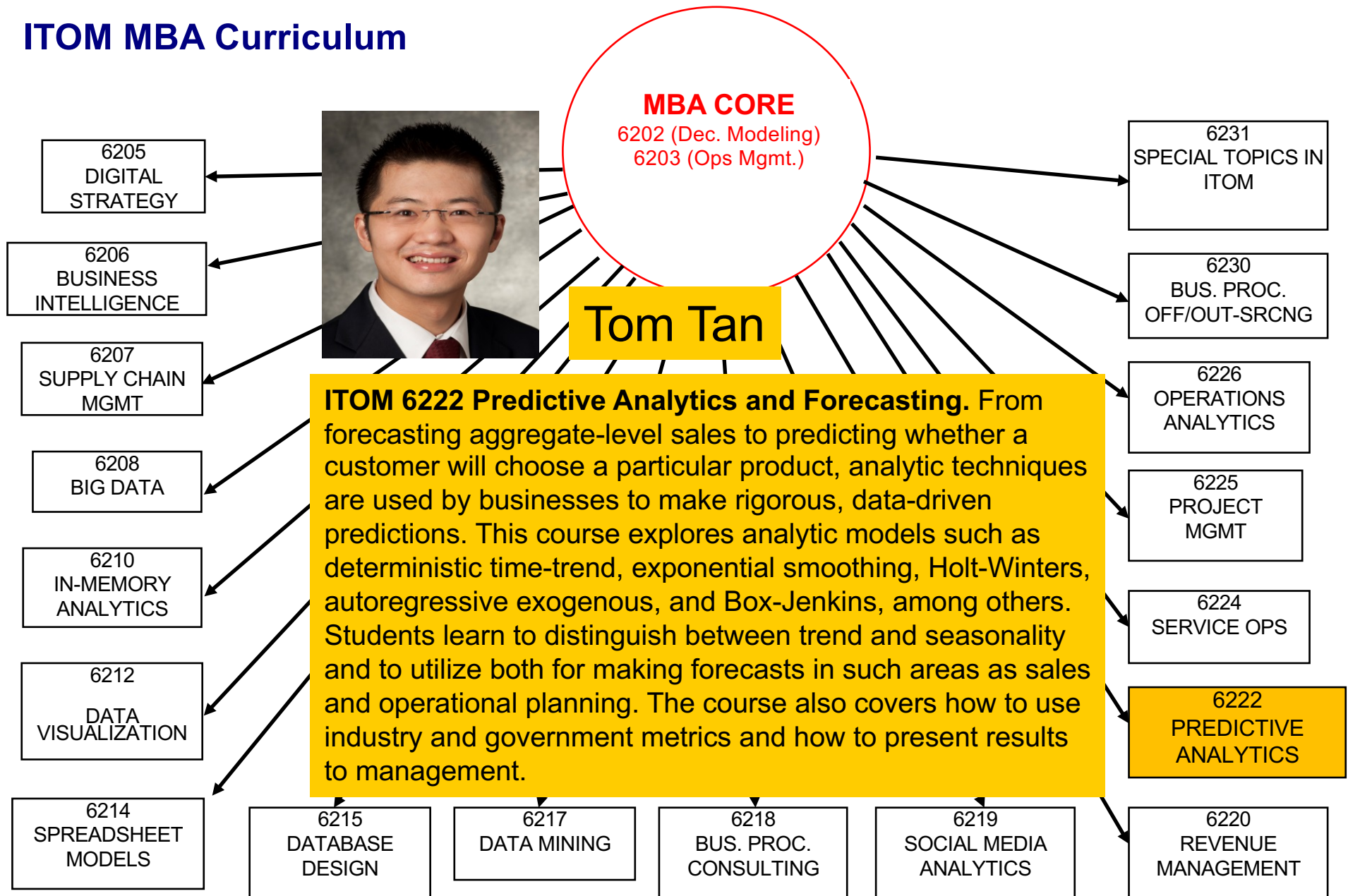
6217  
DATA MINING

6218  
BUS. PROC.  
CONSULTING

6219  
SOCIAL MEDIA  
ANALYTICS



# ITOM MBA Curriculum





# ITOM MBA Curriculum

## MBA CORE

6202 (Dec. Modeling)  
6203 (Ops Mgmt.)

Vishal Ahuja



**ITOM 6224. Managing Service Operations.** The course is designed for students who plan to work in managing service operations within both the “pure” service sector companies and the service functions of manufacturing firms. The course explores the following topics: strategic service vision, design and delivery of services, managing capacity and demand, service quality and productivity, customer service management, technology in service operations, and globalization of services. The course also develops hands-on understanding of some powerful analytical techniques, including process analysis, waiting line models, simulation and yield management.

6205  
DIGITAL  
STRATEGY

6206  
BUSINESS  
INTELLIGENCE

6207  
SUPPLY CHAIN  
MGMT

6208  
BIG DATA

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IN-MEMORY  
ANALYTICS

6212  
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REVENUE  
MANAGEMENT

# ITOM MBA Curriculum

## MBA CORE

6202 (Dec. Modeling)  
6203 (Ops Mgmt.)

Sree Bhaskaran



**ITOM 6225. Project Management.** Managing projects in a cost-effective and timely manner is one of the most challenging tasks in any organization. Competent project leadership requires an understanding of how to allocate financial, material and time-based resources, and the ability to motivate and maintain the focus of the project team. This course provides relevant project management skills by examining project decisions at three levels: 1) structuring and managing the task and leading the project team in an individual project, 2) aggregating linkages across a portfolio of projects and managing programs, and 3) making alliances across firms, contracting a project and managing open innovation. It introduces tools and concepts that enable project managers to evaluate, manage and execute critical functions of any project while ensuring speed, efficiency and market impact.

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BUSINESS  
INTELLIGENCE

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ANALYTICS

# ITOM MBA Curriculum

## MBA CORE

6202 (Dec. Modeling)  
6203 (Ops Mgmt.)



Sree Bhaskaran

**ITOM 6226. Operations Analytics.** The goal of this course is to examine the role of analytics and analytical models in improving an organization's operational processes. Decision making under uncertainty will be addressed using static stochastic optimization, two-stage optimization with recourse, and sequential decision making. Optimization models will be used to tackle problems in inventory management, revenue management, supply chain management, project management and new product development. Students will also learn how strategic decisions can be aided by data-driven, analytical models. Some core aspects of business strategy, including external analysis, competitor analysis, and opportunity analysis are also covered.

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# ITOM MBA Curriculum

## MBA CORE

6202 (Dec. Modeling)  
6203 (Ops Mgmt.)

Amit Basu



**ITOM 6230. Business Process Outsourcing and Offshoring.** The course will focus on business process outsourcing/offshoring. Examines the motivators for BPO/O, the considerations underlying the decision to choose BPO/O, the relevant strategies and business models that can be used, the choice of locations, and the management of the BPO/O relationships. Considers five application areas: 1) information technology, 2) customer care, 3) finance and accounting, 4) human resources, and 5) transaction processing. Uses a combination of lectures, case analyses, guest lectures and student presentations.

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ANALYTICS

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REVENUE  
MANAGEMENT

# Business Analytics Conc.

- Fall Mod A
  - Business Process Consulting
  - Customer Loyalty Management
- Fall Mod B
  - Database Management Systems
  - Revenue Management
  - Predictive Analytics/Forecasting
  - Understanding what Customers Value
- Spring Mod A
  - Spreadsheet Modeling
  - Business Intelligence
  - Operations Analytics
  - Data Visualization
- Spring Mod B
  - Web & Social Media Analytics
  - Data Mining
  - Big Data
  - Project Management
- Summer
  - Spreadsheet Modeling
  - Database Management Systems

# Information & Operations Management Conc.

- Fall Mod A
  - Digital Strategy
  - Service Operations Management
  - Business Process Consulting
- Spring Mod A
  - Business Intelligence
  - Spreadsheet Modeling
  - Operations Analytics
- Fall Mod B
  - Database Management Systems
  - Revenue Management
  - Big Data
  - Predictive Analytics/Forecasting
- Spring Mod B
  - Web & Social Media Analytics
  - Supply Chain Management
  - Data Mining
  - Project Management
- Summer
  - Database Management Systems
  - Spreadsheet Modeling

# Where have IOM/BA Concentrators Placed Recently?

- Agrium Adv. Tech.
- Amazon.com
- American Airlines
- AT&T
- Atria
- Capital One
- Cash America
- Dean Foods
- Deloitte Consulting
- Dr. Pepper/Snapple
- Ericsson
- Essilor
- Helmerich & Payne
- Hilton Worldwide
- Hitachi Consulting
- Hunt Transmission
- IBM
- Intel
- Kimberly Clark
- KPMG
- Match.com
- McAfee
- McMaster-Carr
- NIBCO
- PriceWaterhouseCoopers
- Riverbend Growth Ptnrs
- Royal Bank of Canada
- Samsung
- 7-Eleven, Inc
- Sabre Holdings
- Toyota
- Starbucks
- Wilmac Resources