ITOM Curriculum

Cox School MBA Program

ITOM MBA Curriculum

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

6205 DIGITAL STRATEGY
6206 BUSINESS INTELLIGENCE
6207 SUPPLY CHAIN MGMT
6208 BIG DATA
6210 IN-MEMORY ANALYTICS
6212 DATA VISUALIZATION
6214 SPREADSHEET MODELS
6215 DATABASE DESIGN
6217 DATA MINING
6218 BUS. PROC. ANALYTICS
6219 SOCIAL MEDIA ANALYTICS
6220 REVENUE MANAGEMENT
6218 BUS. PROC. ANALYTICS
6222 BUSINESS FORECASTING
6224 SERVICE OPS
6225 PROJECT MGMT
6226 OPERATIONS ANALYTICS
6231 SPECIAL TOPICS IN ITOM
6230 BUS. PROC. OFF/CUT-SRNG

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10/24/2017
**ITOM 6205. Digital Strategy.** The Internet is an increasingly popular medium for businesses to interact with their customers. Empowering customers has provided some companies with significant opportunities. Other companies and industries face stronger competitive challenges from reduced barriers to entry and increased availability of information. This course introduces students to the technological and strategic issues relating to the use of the Internet from a business perspective. The objective of this course is to introduce decision-making tools for how businesses use the Internet. Topics include Internet technologies, strategic implications of e-business, pricing strategy, information-intense products, online marketplaces, and issues of Internet privacy and security.

**Ulrike Schultze**

**ITOM 6206. Business Intelligence.** In this class, you will gain hands-on experience with Data Warehouses and the peripheral systems commonly associated with them. The technical skills you will develop are essential to your success as a business analyst in a traditional enterprise.

**Bryan Smith**
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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.

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.
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**ITOM 6210. In-Memory Analytics.** The advances in database management systems and the lower cost of main memory have led to the introduction of in-memory applications from companies such as SAP, Microsoft, and IBM. Students explore technological advances in the analytics field and discuss the role and uses of the new technology. Includes developing an in-memory analytics system using SAP HANA and accessing data using Lumira.

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Hettie Tabor

**ITOM 6212. Data Visualization** Students perform business analytics and learn to effectively communicate the results in written and oral presentations, including key questions for the analytic communications: What is happening? Why is it happening? What are the next steps?
ITOM 6214. Advanced Management Decision Analysis. The objective of this course is to gain experience using spreadsheets to model and analyze quantitative business problems. It is intended to augment skills for managers in operations, finance, marketing and strategy. The course covers various modeling techniques, including linear programming, nonlinear programming, real options, integer programming and simulation. These techniques are applied to various industries, including operations, technology, finance and marketing. Some of the applications developed in the course pertain to monitoring mutual fund managers, building flexible manufacturing facilities and constructing financial portfolios. The course requires basic comfort with spreadsheets, including fixed and relative cell copying, functions and formatting.

Amy Puelz

ITOM 6215. Database Design for Business Applications. This course covers fundamental issues in database creation and design. The course begins with mapping data collection in organizations onto a database with the objective of storing data consistently over time then proceeds to study methods for information extraction from databases. In terms of practical skills, the course covers how to import spreadsheet data into Microsoft Access and generate summary reports to answer business questions related to data. The use of homework assignments and an implementation project in Microsoft Access reinforce the design issues and the practical skills covered in the course.

Stewart Rogers
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Amit Basu

ITOM 6217. Data Mining. This course examines how companies can effectively leverage their information technology resources to gain better operational and competitive intelligence. Several technologies for enhancing organizational intelligence, such as machine learning, neural networks, clustering and association-based reasoning, are surveyed. Considerations that managers must make in applying these technologies to different types of decision and planning problems are discussed using lectures, cases and hands-on exercises with appropriate software.

Amit Basu

Ulrike Schultze

ITOM 6218. Business Process Analytics. 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.

Ulrike Schultze
ITOM 6219. Web & Social Media Analytics. This course examines how data from social media service platforms such as Facebook, Linked-In, Twitter and Youtube can be leveraged in analytical models that provide useful insights about a firm’s markets and the effectiveness of its products and services.

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ITOM 6220. Pricing & Revenue Optimization. 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.
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.
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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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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.

Business Analytics Conc.

- **Fall Mod A**
  - Database Management Systems
  - Business Process Analytics
  - Data Visualization
  - Customer Loyalty Management

- **Fall Mod B**
  - Revenue Management
  - Managing Big Data
  - Understanding what Customers Value

- **Spring Mod A**
  - Advanced Mgmt. Decision Analysis
  - Business Forecasting
  - Operations Analytics

- **Spring Mod B**
  - Web & Social Media Analytics
  - Data Mining
  - Project Management

- **Summer**
  - Data Mining
  - Business Intelligence
Information & Operations Management Conc.

- **Fall Mod A**
  - Database Management Systems
  - Service Operations Management
  - Business Process Analytics
  - Data Visualization

- **Fall Mod B**
  - Revenue Optimization
  - Big Data

- **Spring Mod A**
  - Business Intelligence
  - Advanced Mgmt. Decision Analysis
  - Business Forecasting
  - Operations Analytics

- **Spring Mod B**
  - Web & Social Media Analytics
  - Digital Strategy
  - Data Mining
  - Project Management
  - Supply Chain Management

- **Summer**
  - Data Mining
  - Business Intelligence

Where have IOM/BA Concentrators Placed Recently?

- Amazon.com
- American Airlines
- AT&T
- Axtria
- 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