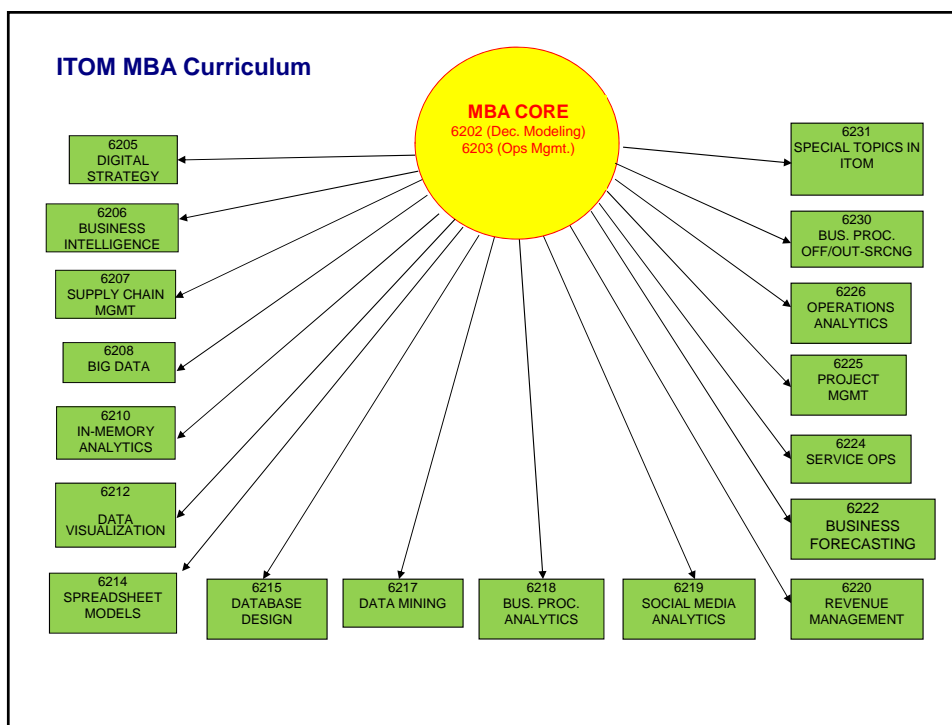
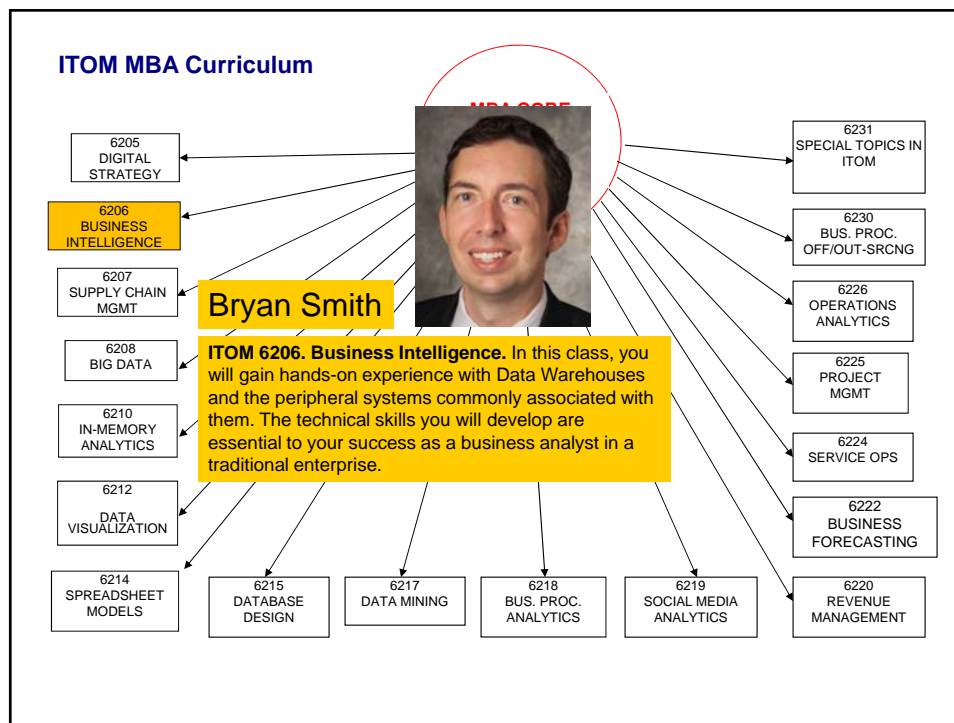
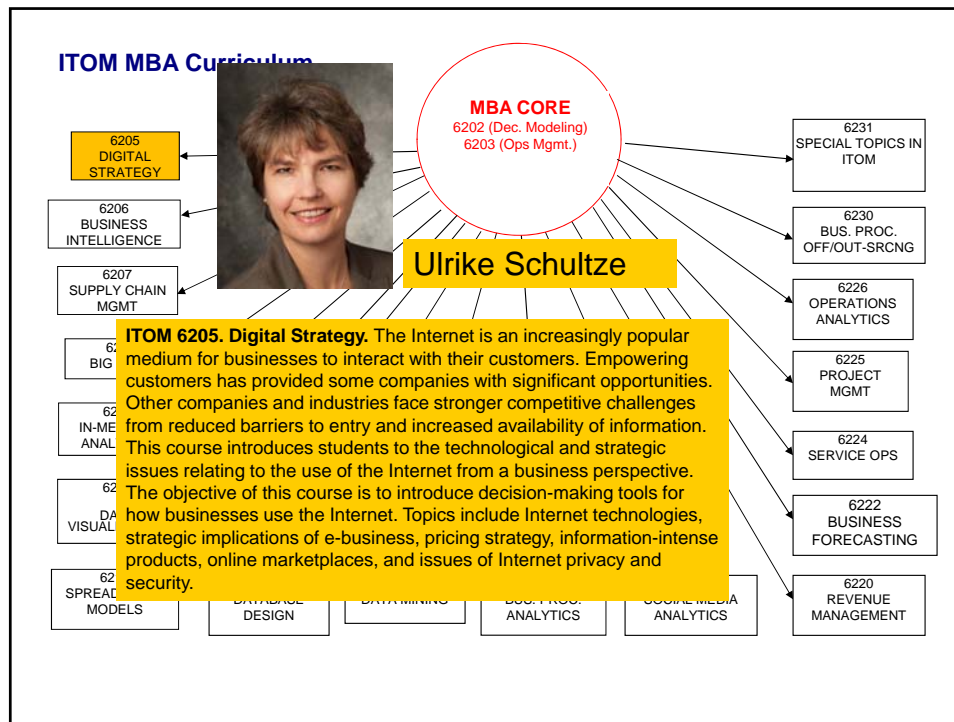


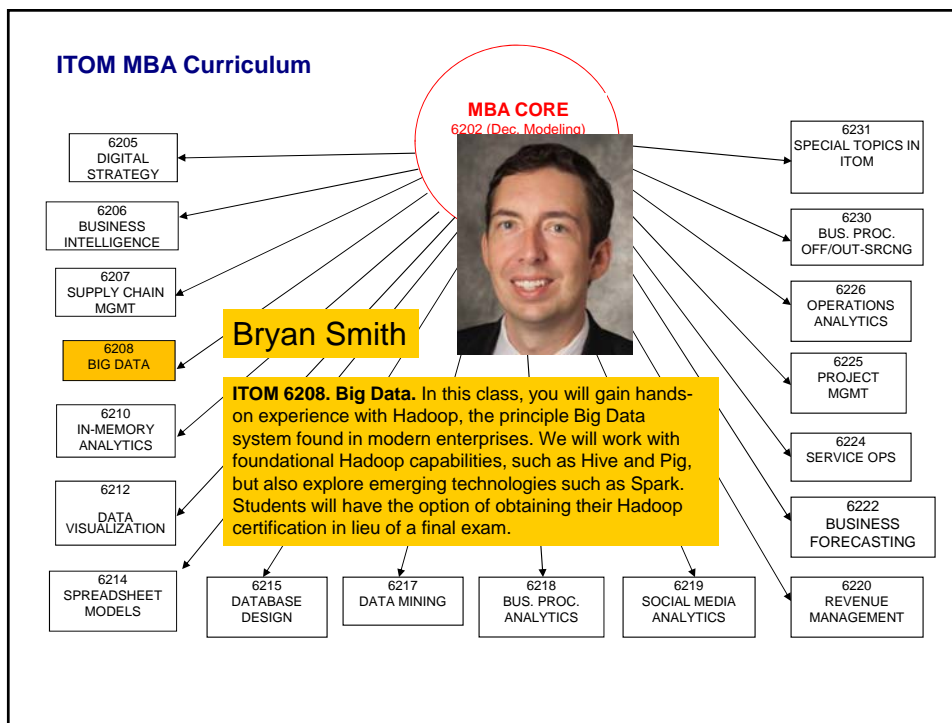
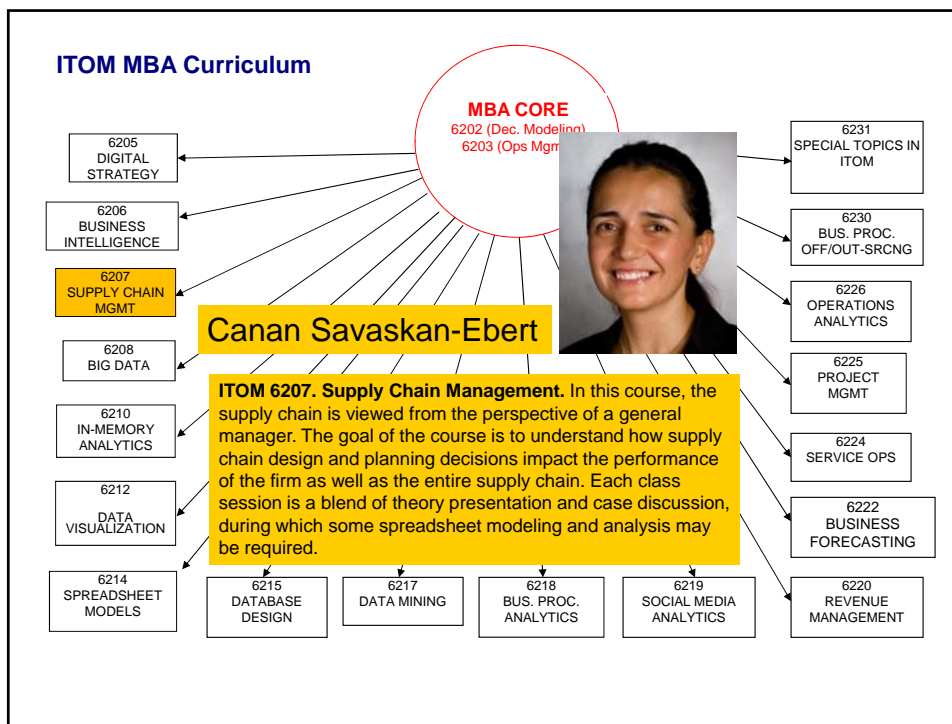


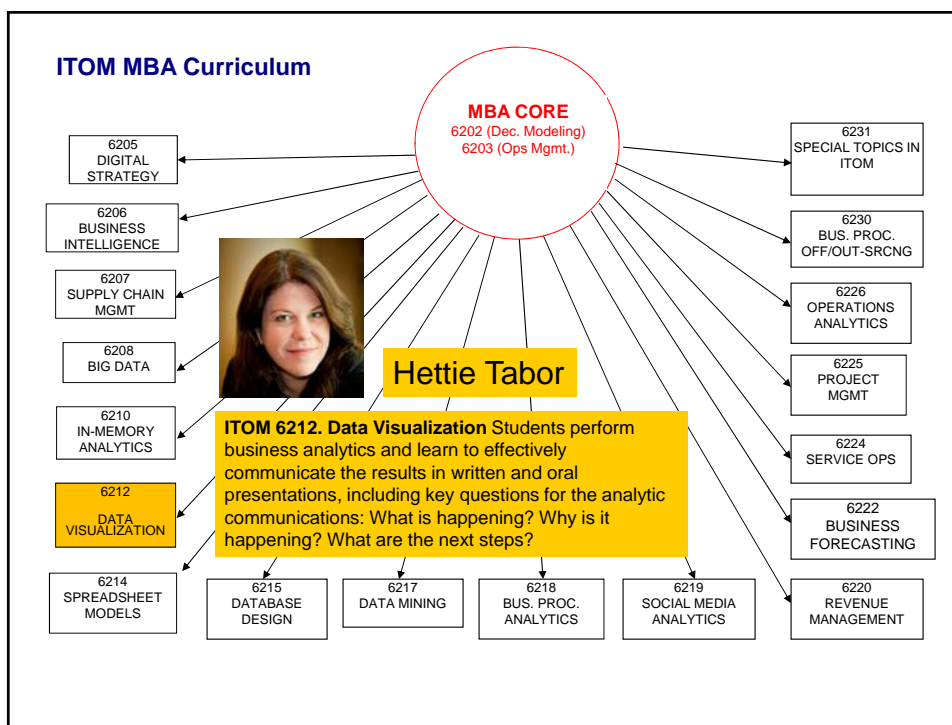
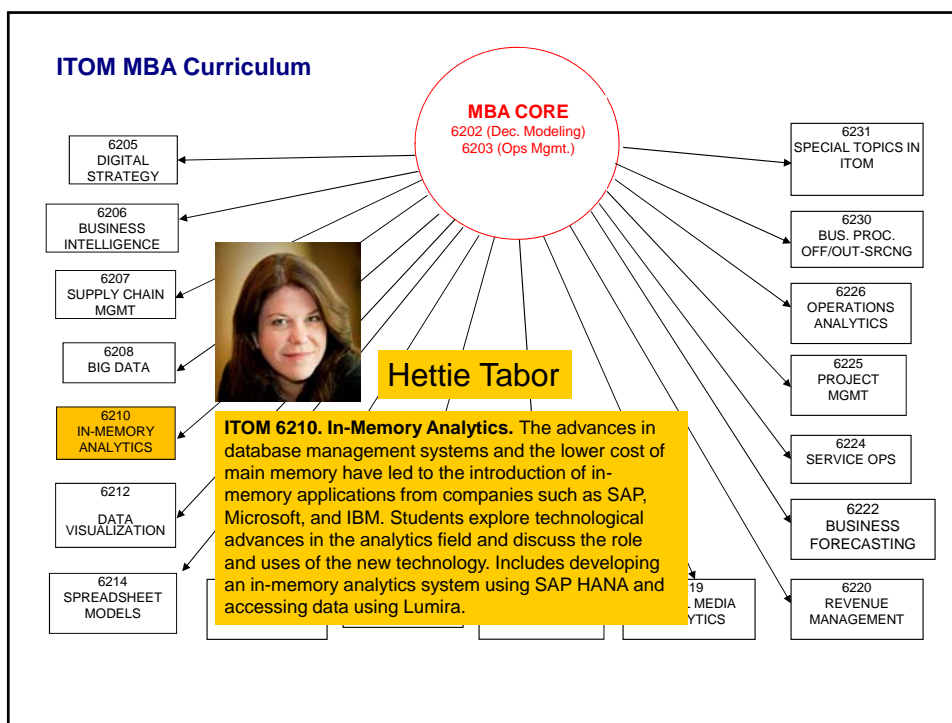
# ITOM Curriculum

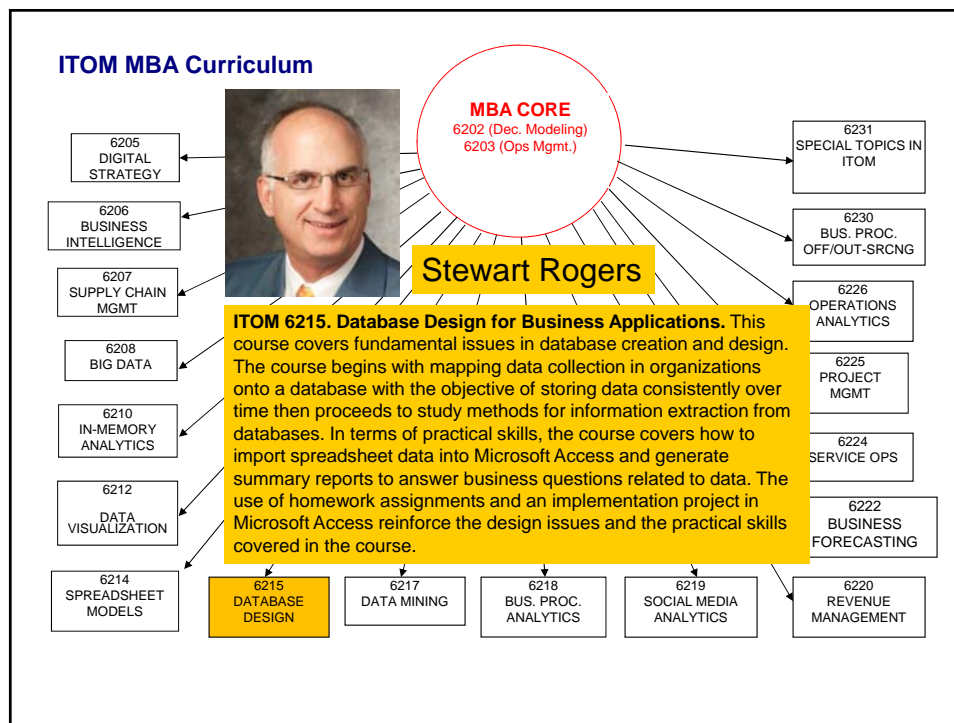
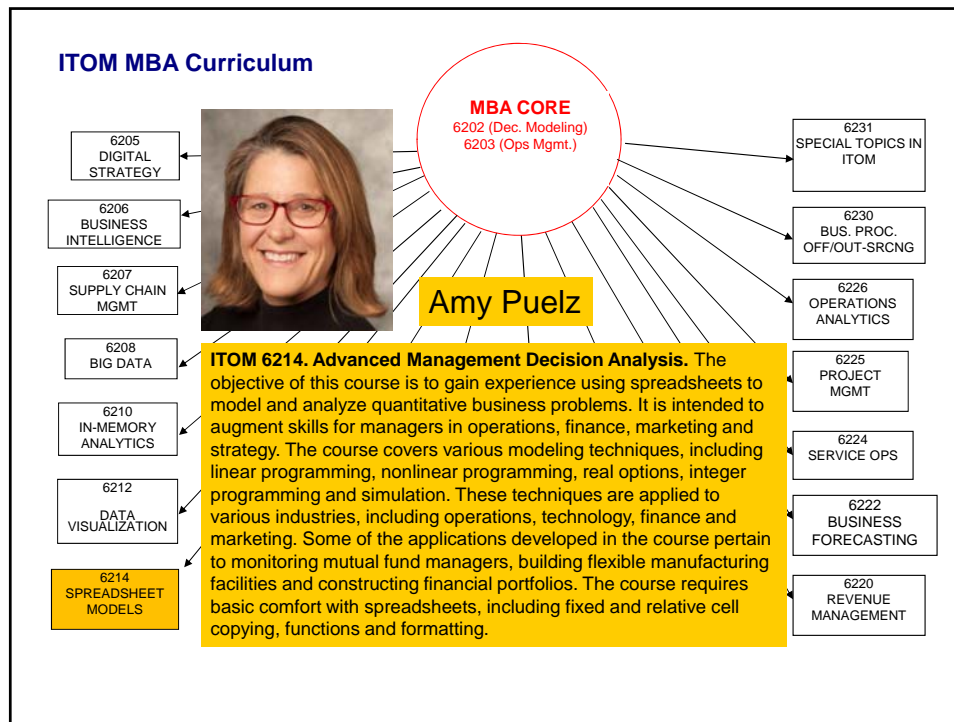
Cox School MBA Program

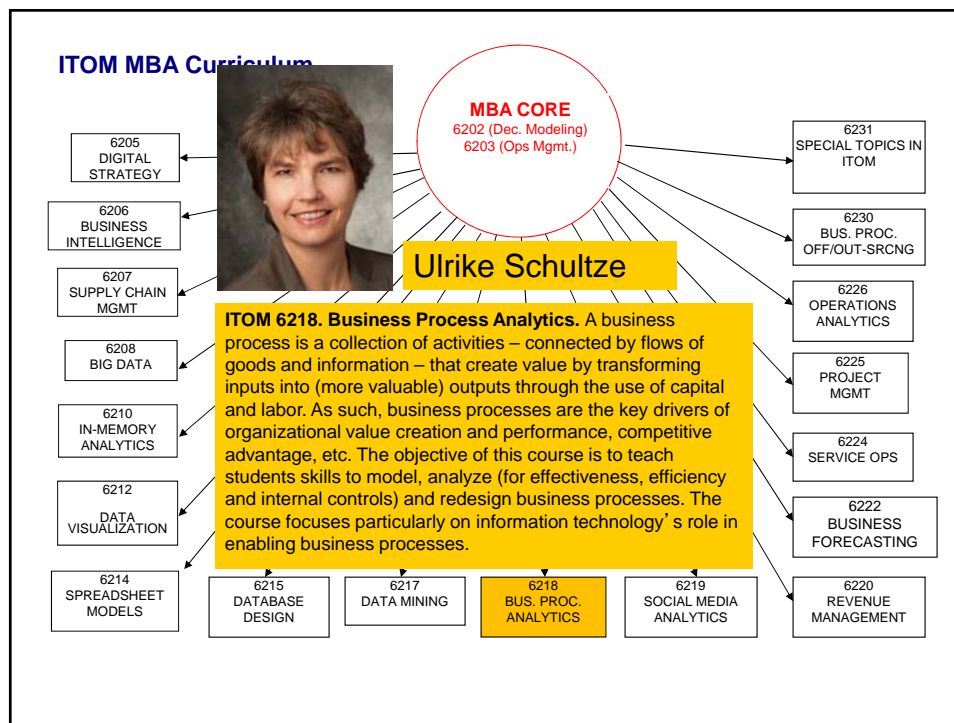
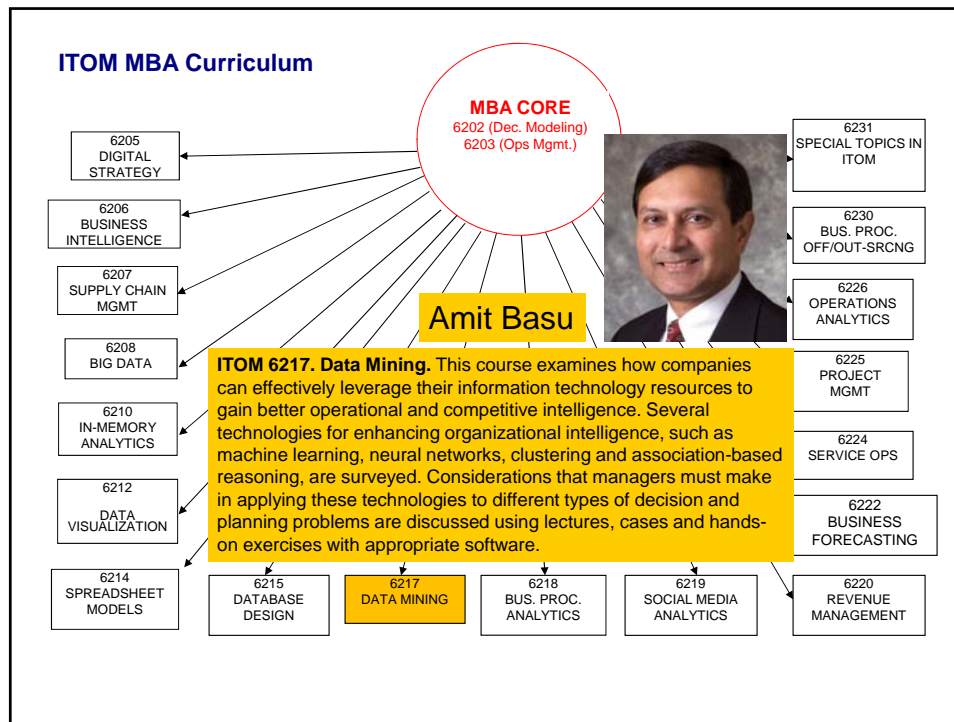


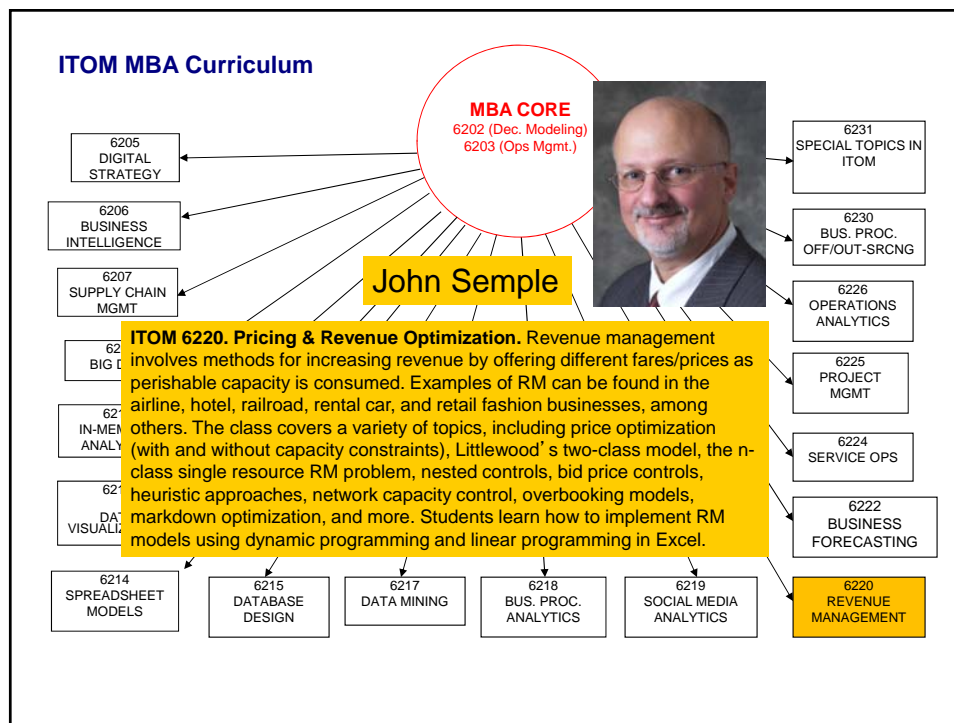
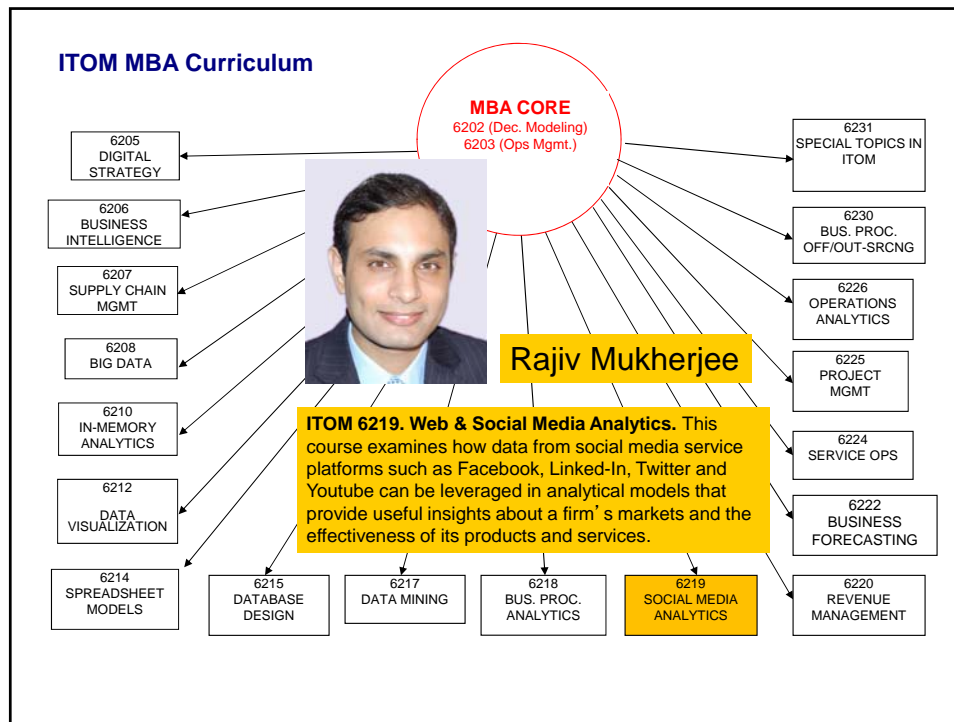


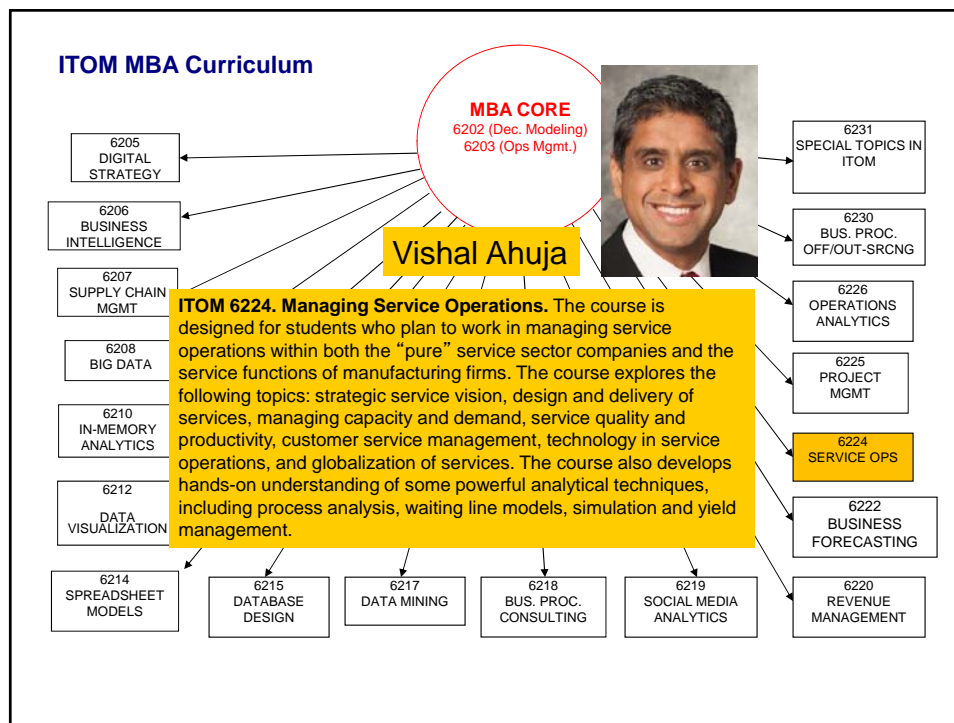
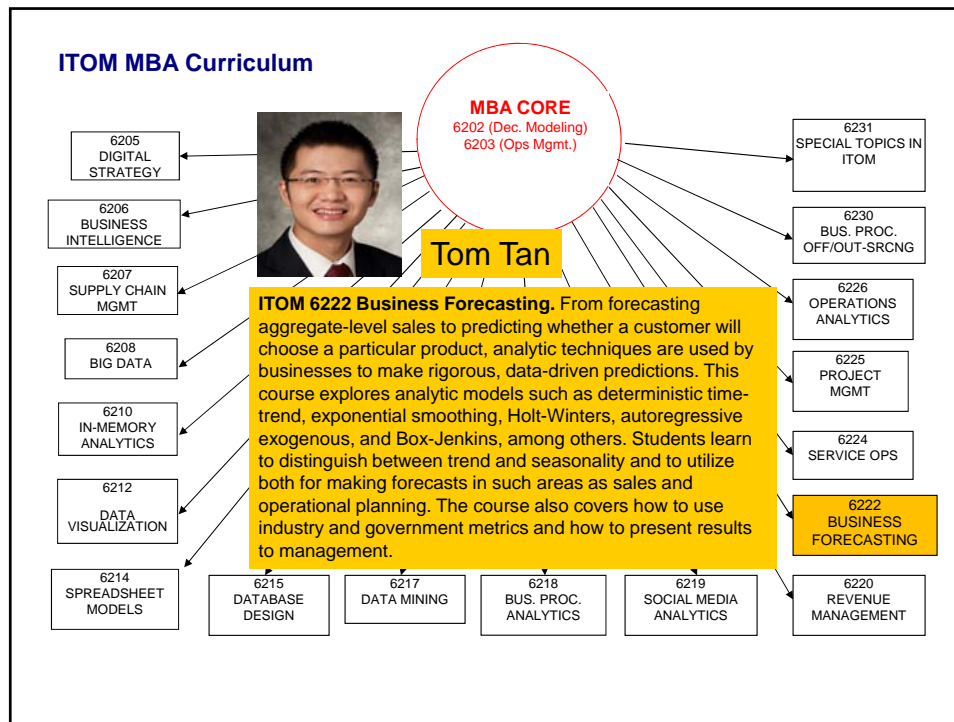




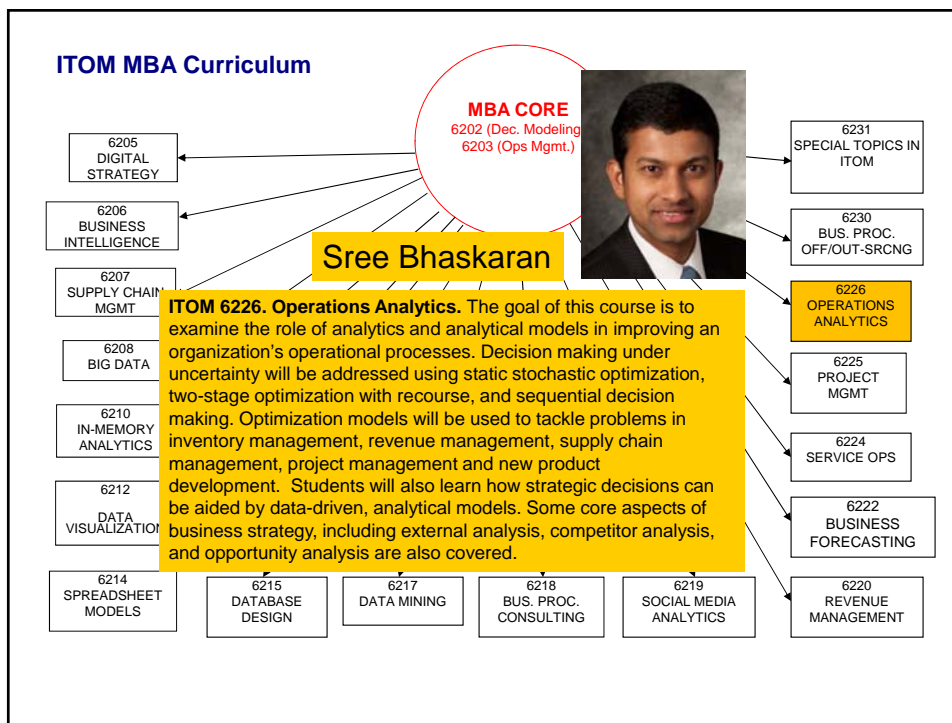
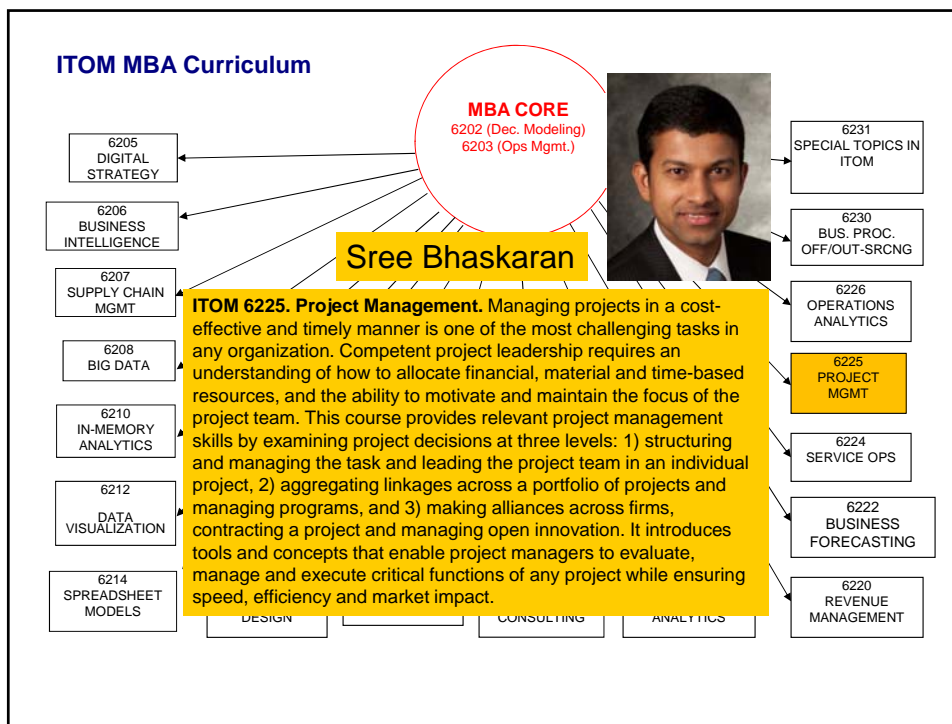


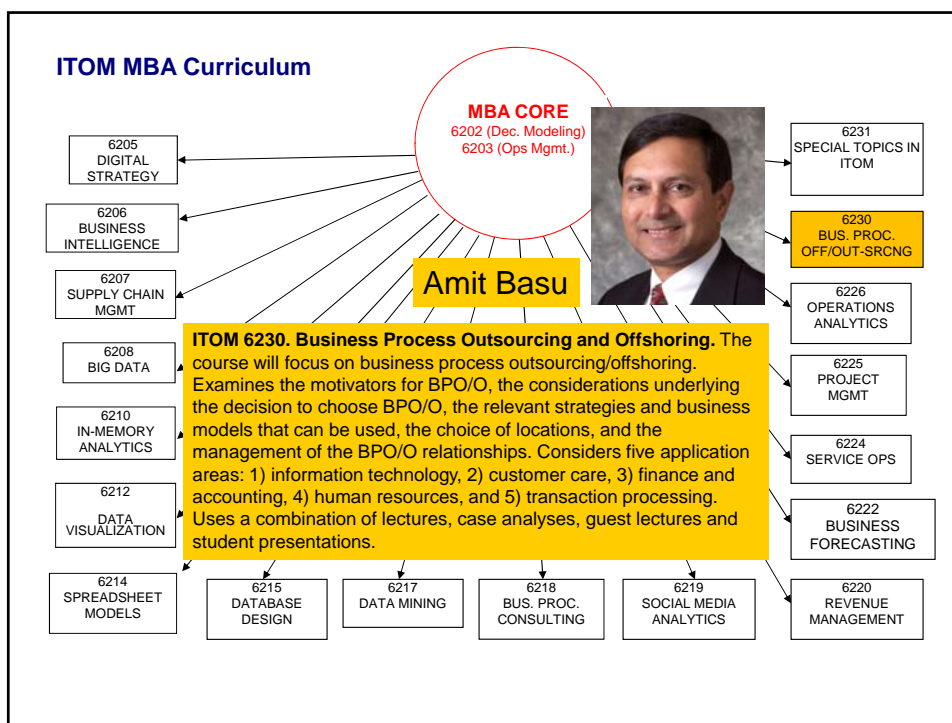












## Business Analytics Conc.

- **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
- Spring Mod A
  - Business Intelligence
  - Advanced Mgmt. Decision Analysis
  - Business Forecasting
  - Operations Analytics
- Fall Mod B
  - Revenue Optimization
  - Big Data
- 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?

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