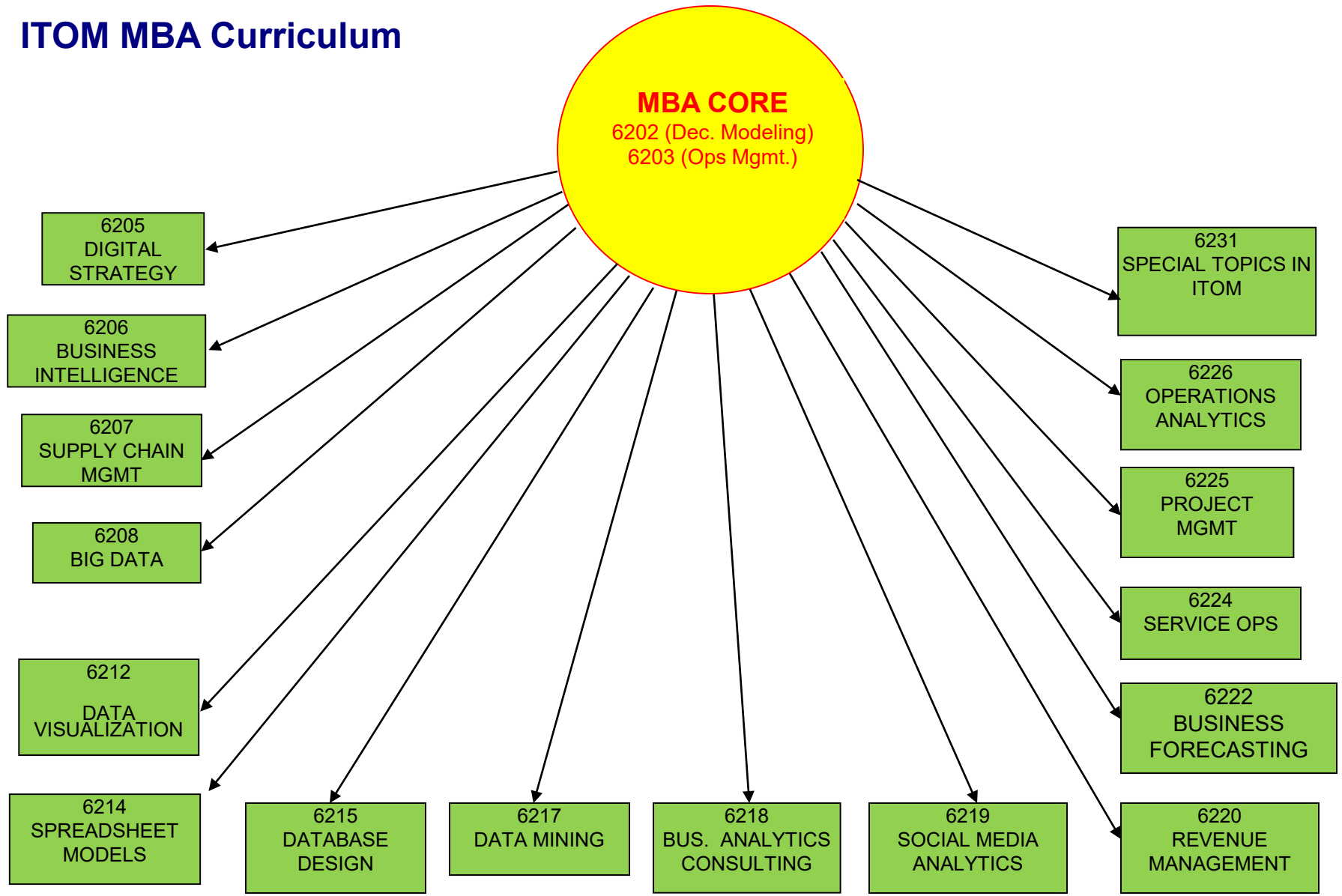




ITOM Curriculum

Cox School MBA Program

ITOM MBA Curriculum



ITOM MBA Curriculum



Ulrike Schultze

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

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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-intensive products, online marketplaces, and issues of Internet privacy and security.

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ANALYTICS

ITOM MBA Curriculum

MBA CORE



Bryan Smith

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.

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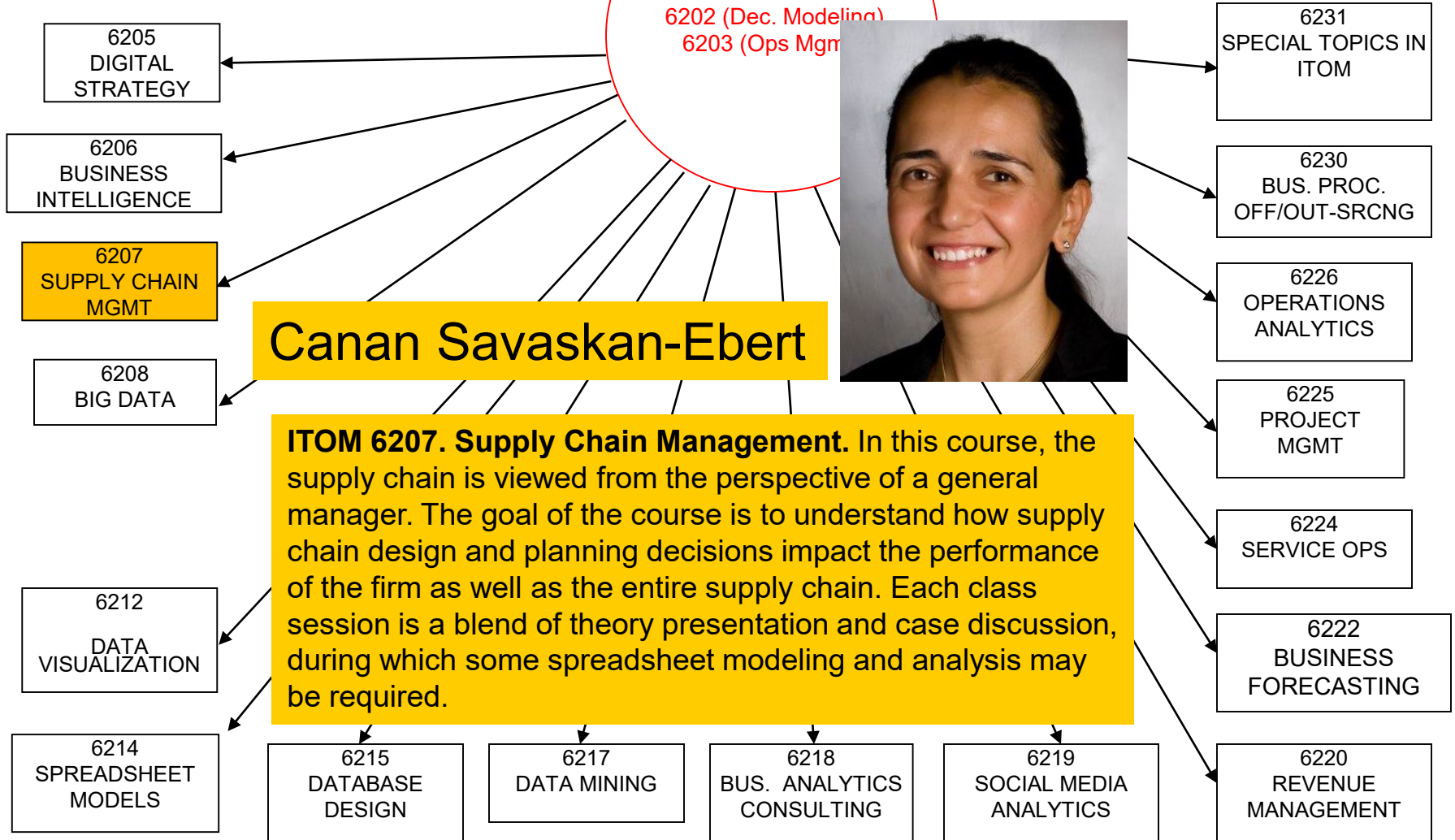
MBA CORE

6202 (Dec. Modeling)
6203 (Ops Mgr)



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.



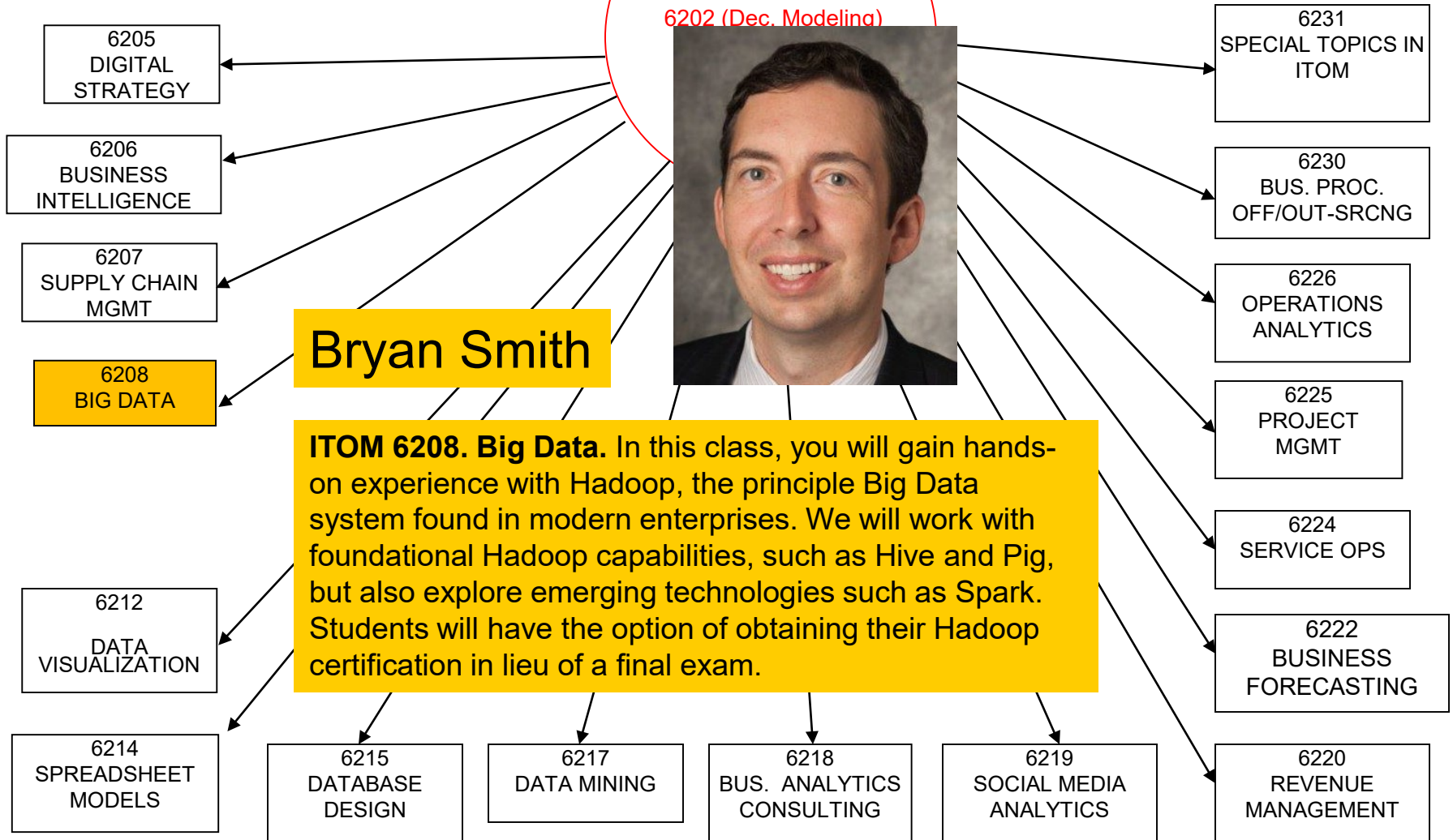
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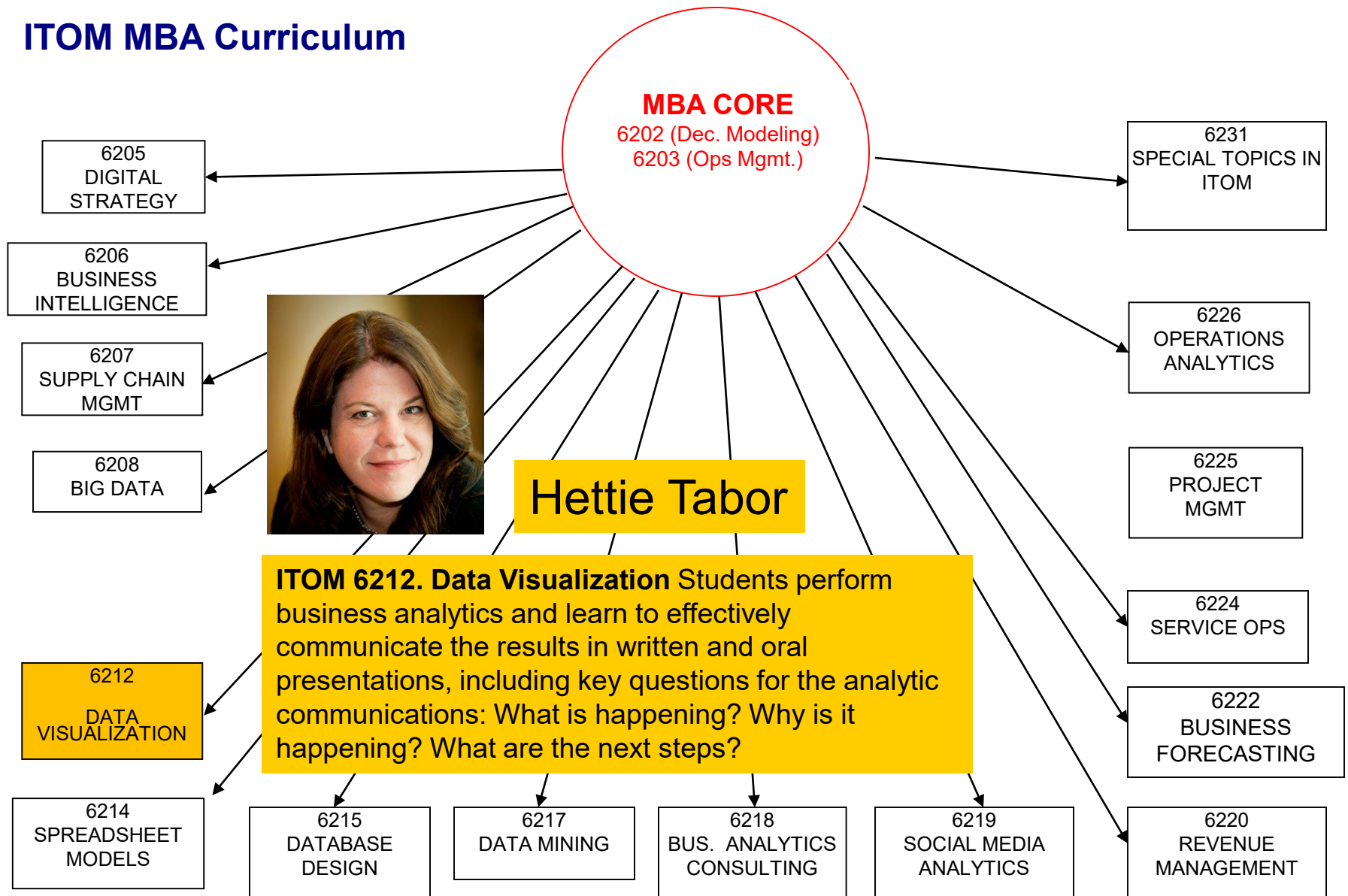


Bryan Smith

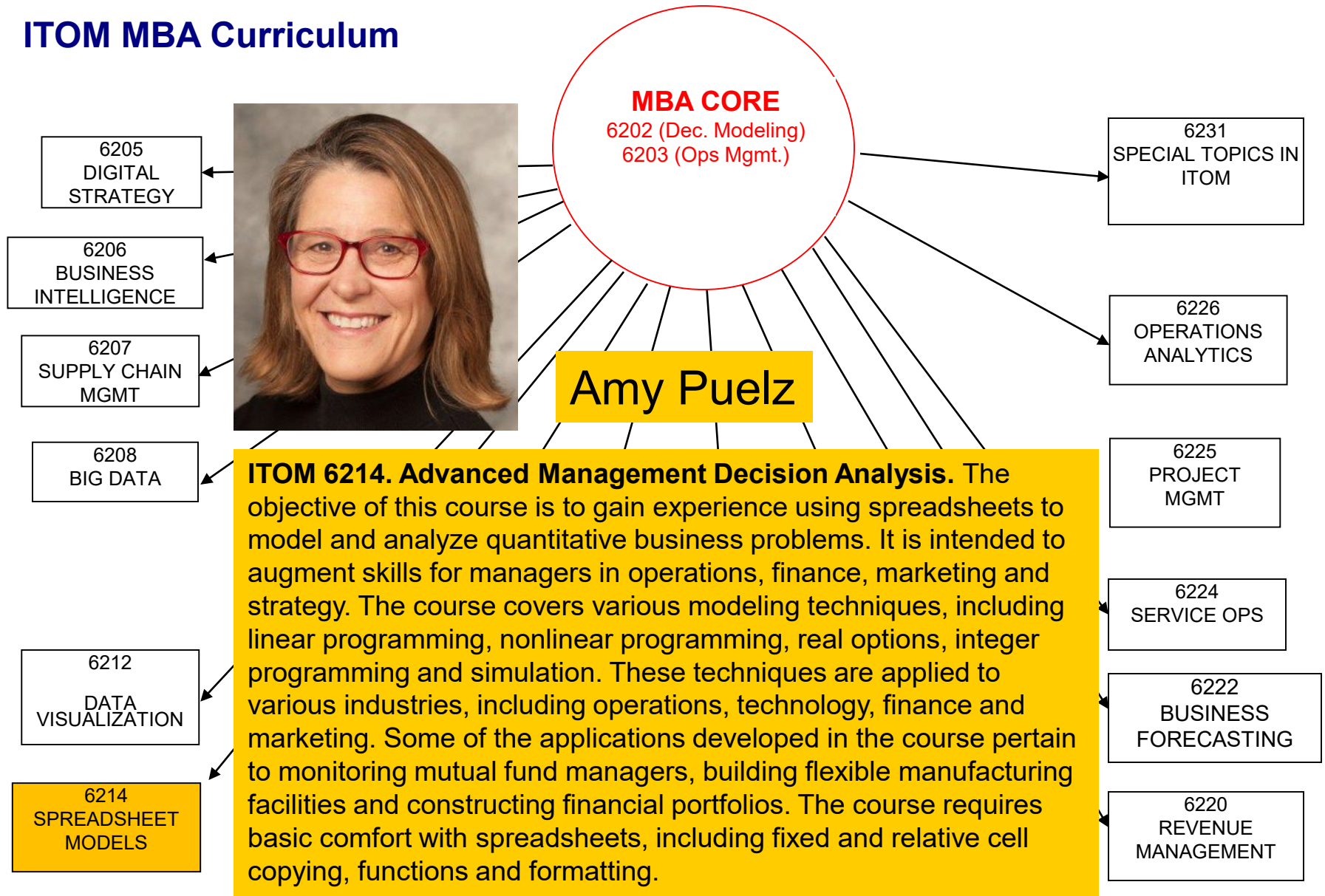
ITOM 6208. Big Data. In this class, you will gain hands-on experience with Hadoop, the principle Big Data system found in modern enterprises. We will work with foundational Hadoop capabilities, such as Hive and Pig, but also explore emerging technologies such as Spark. Students will have the option of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



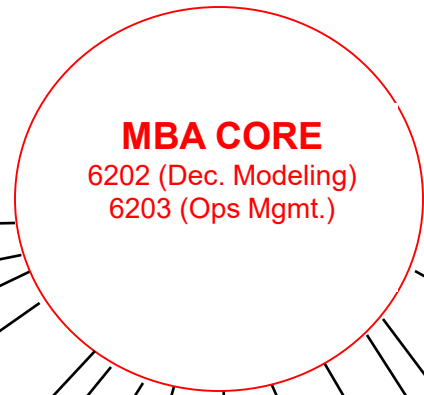
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Stewart Rogers

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.

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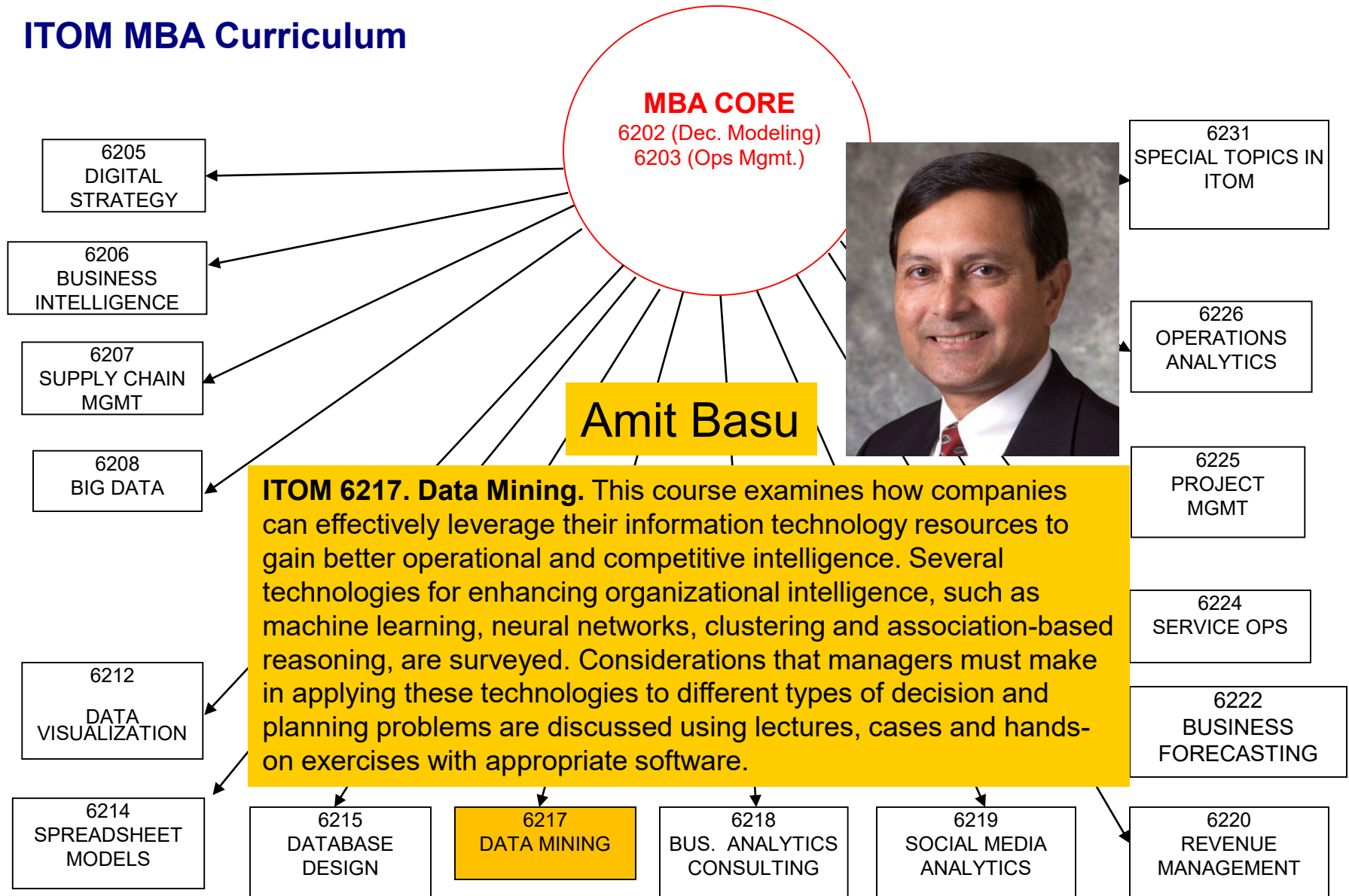
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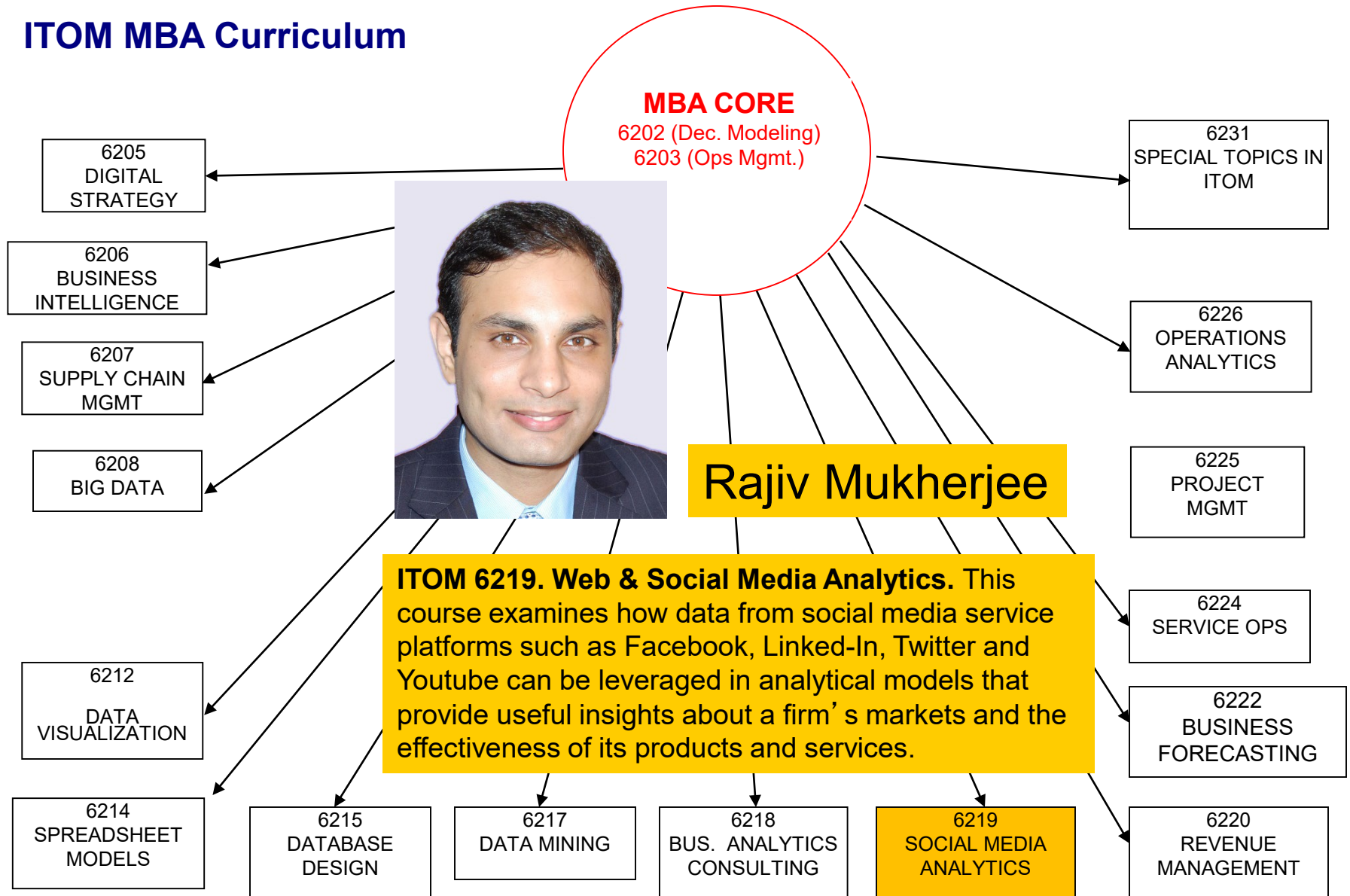
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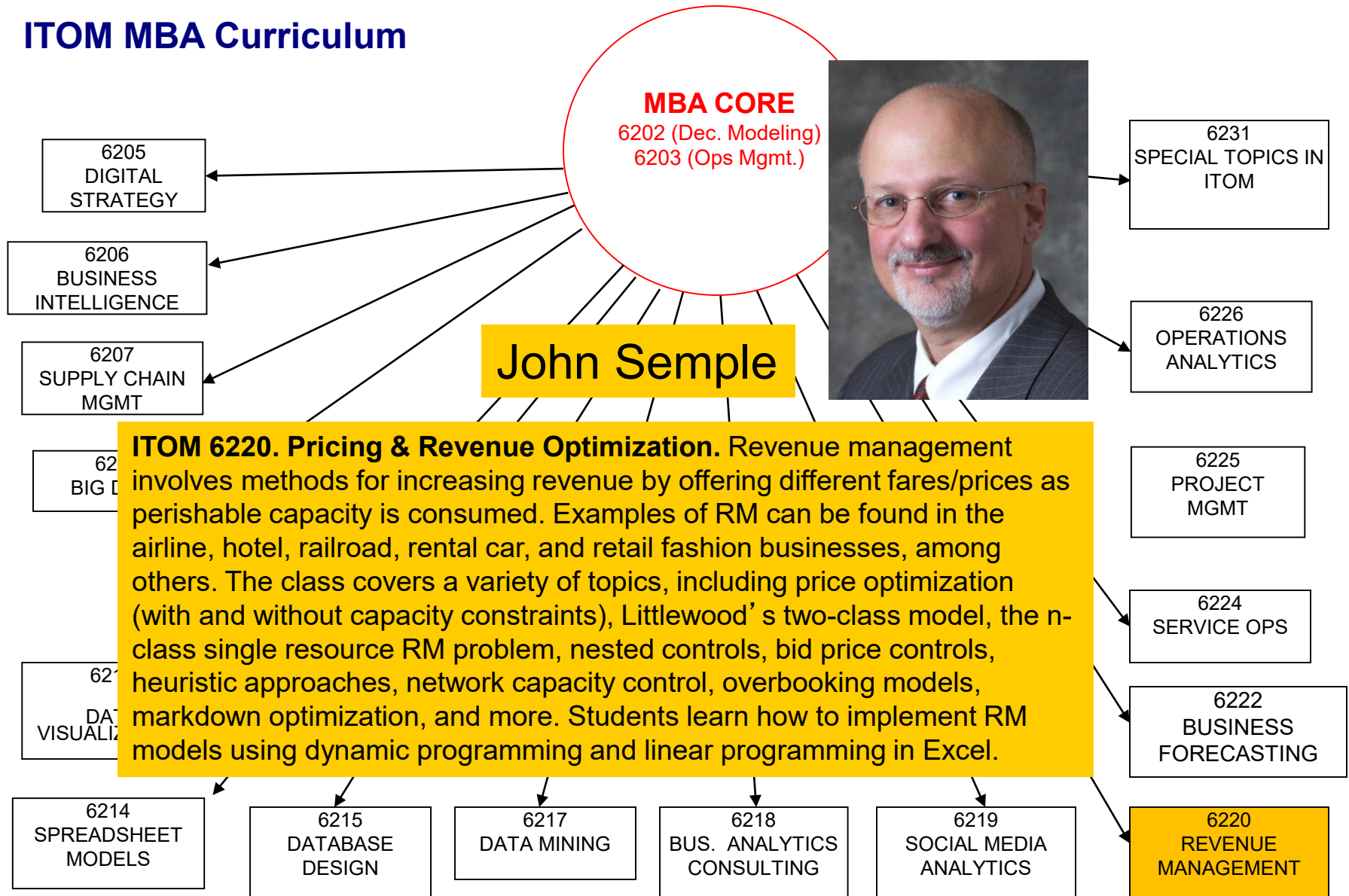
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ITOM 6218. Business Analytics Consulting. A business process is a collection of activities – connected by flows of goods and information – that create value by transforming inputs into (more valuable) outputs through the use of capital and labor. As 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.

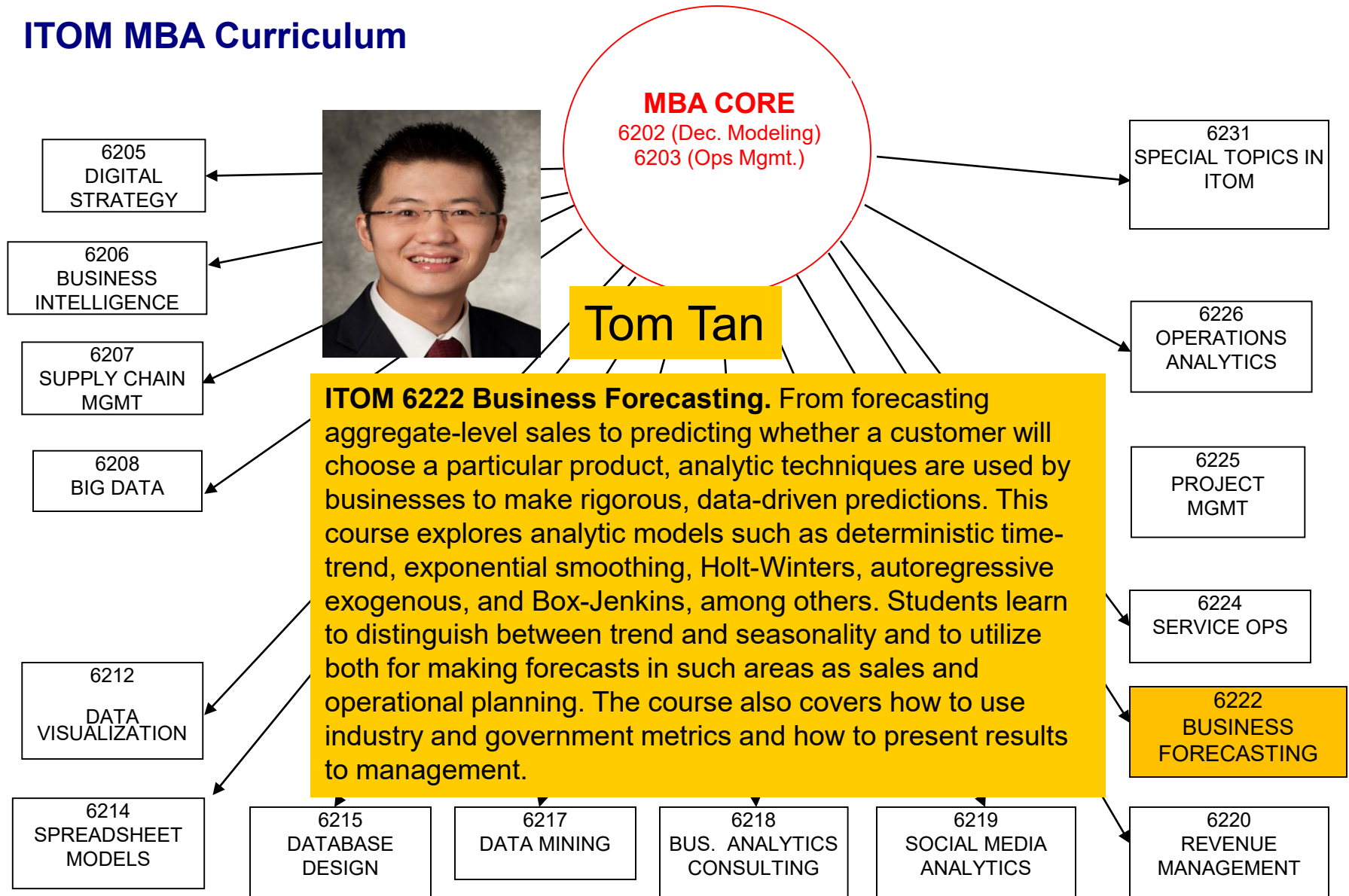
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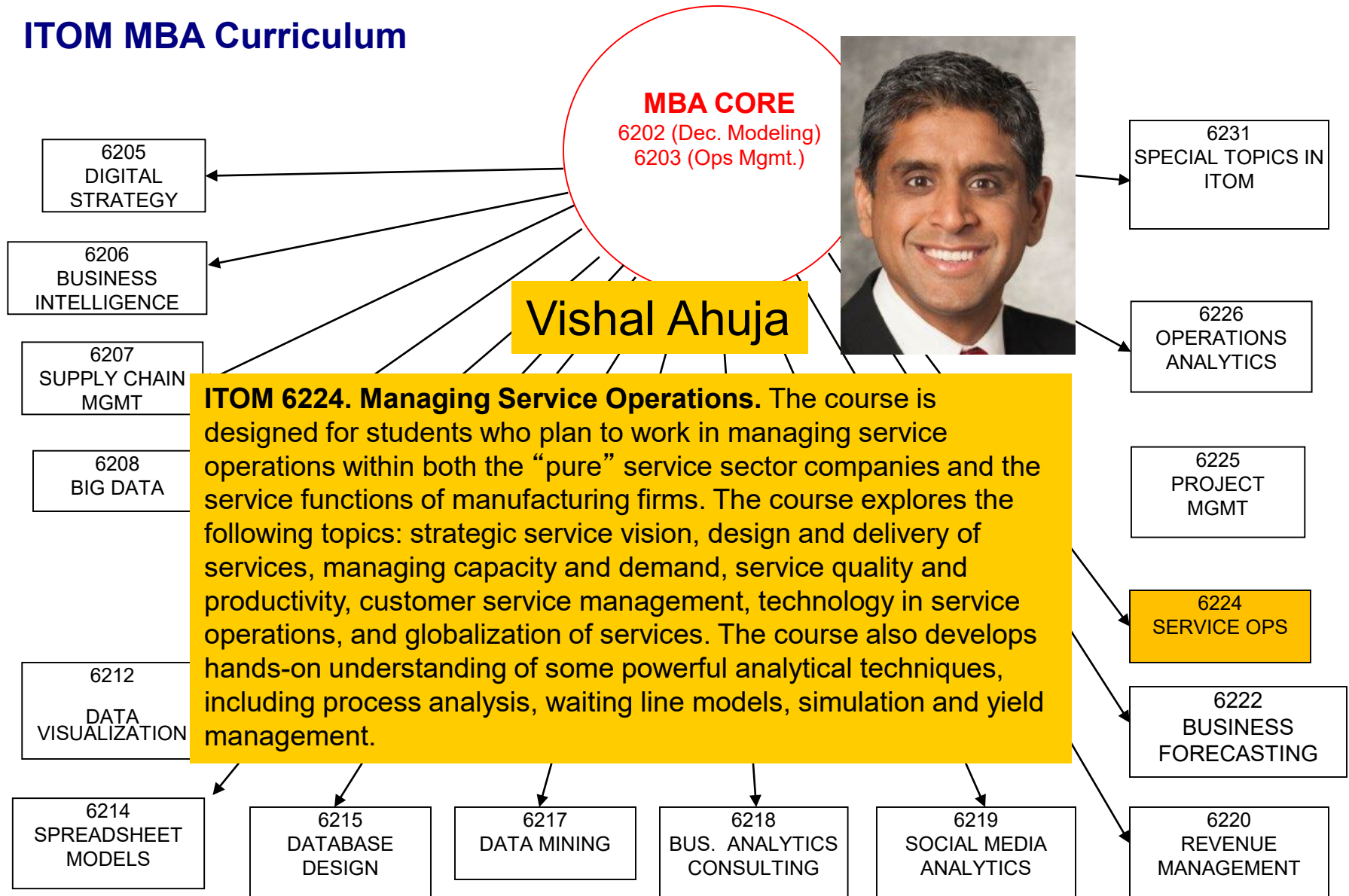
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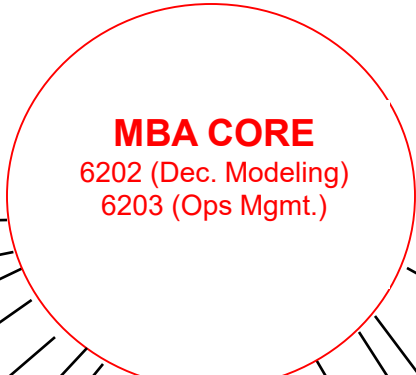
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Sree Bhaskaran

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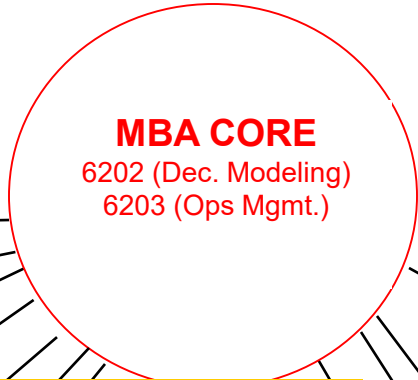
ITOM 6225. Project Management. Managing projects in a cost-effective and timely manner is one of the most challenging tasks in any organization. Competent project leadership requires an understanding of how to allocate financial, material and time-based resources, and the ability to motivate and maintain 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.

DESIGN

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CONSULTING

ANALYTICS

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Sree Bhaskaran

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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.

Business Analytics Conc.

- Fall Mod A
 - Database Management Systems
 - Business Analytics Consulting
 - Data Visualization
 - Customer Loyalty Management
- Fall Mod B
 - Pricing & Revenue Optimization
 - Business Forecasting
 - Understanding what Customers Value
- Spring Mod A
 - Advanced Mgmt. Decision Analysis
 - Business Intelligence
 - Operations Analytics
- Spring Mod B
 - Web & Social Media Analytics
 - Data Mining
 - Managing Big Data
 - Project Management
- Summer
 - Data Mining
 - Business Intelligence

Supply-chain & Operations Management Conc.

- Fall Mod A
 - Database Management Systems
 - Service Operations Management
 - Business Analytics Consulting
 - Data Visualization
- Fall Mod B
 - Pricing & Revenue Optimization
 - Business Forecasting
- Spring Mod A
 - Business Intelligence
 - Advanced Mgmt. Decision Analysis
 - Digital Strategy
 - Operations Analytics
- Spring Mod B
 - Web & Social Media Analytics
 - Data Mining
 - Managing Big Data
 - Project Management
 - Supply Chain Management
- Summer
 - Data Mining
 - Business Intelligence

Typical Career Paths

- Consulting
 - Management consulting
 - Technology consulting
 - Operations consulting
 - Analytics consulting
- Operations Management
 - Supply chain management and integration
 - Project/process management
 - Running new ventures, small companies
- Analytics managers