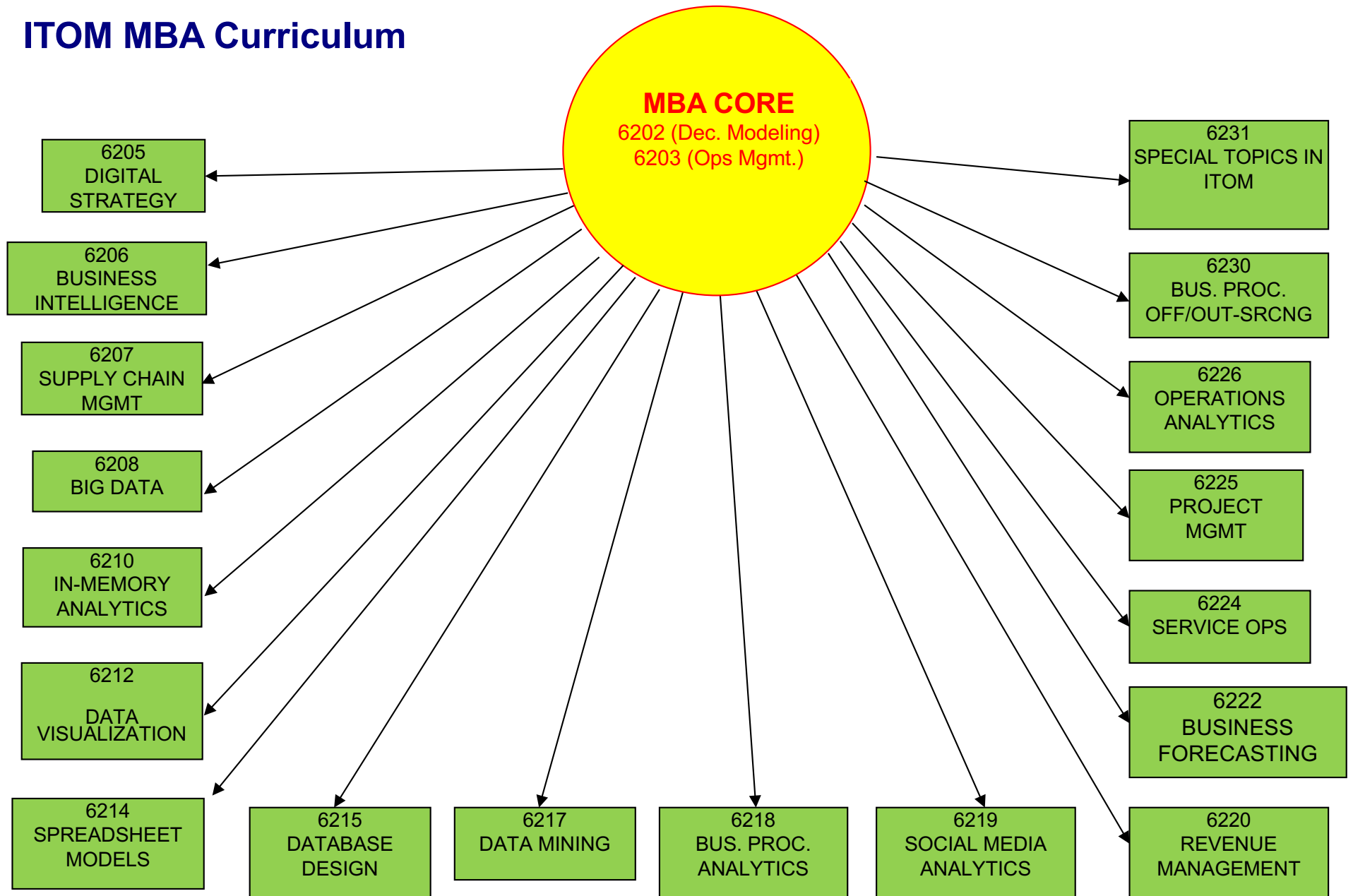




ITOM Curriculum

Cox School MBA Program

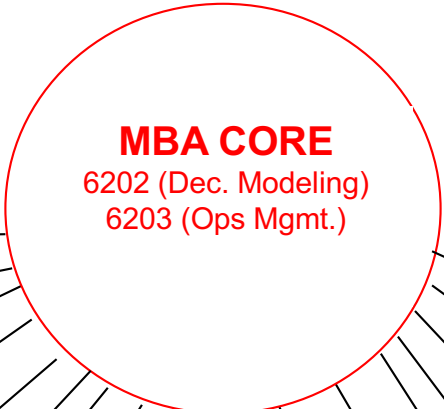
ITOM MBA Curriculum



ITOM MBA Curriculum



Ulrike Schultze



6205
DIGITAL
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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.

6208
BIG DATA

6209
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6210
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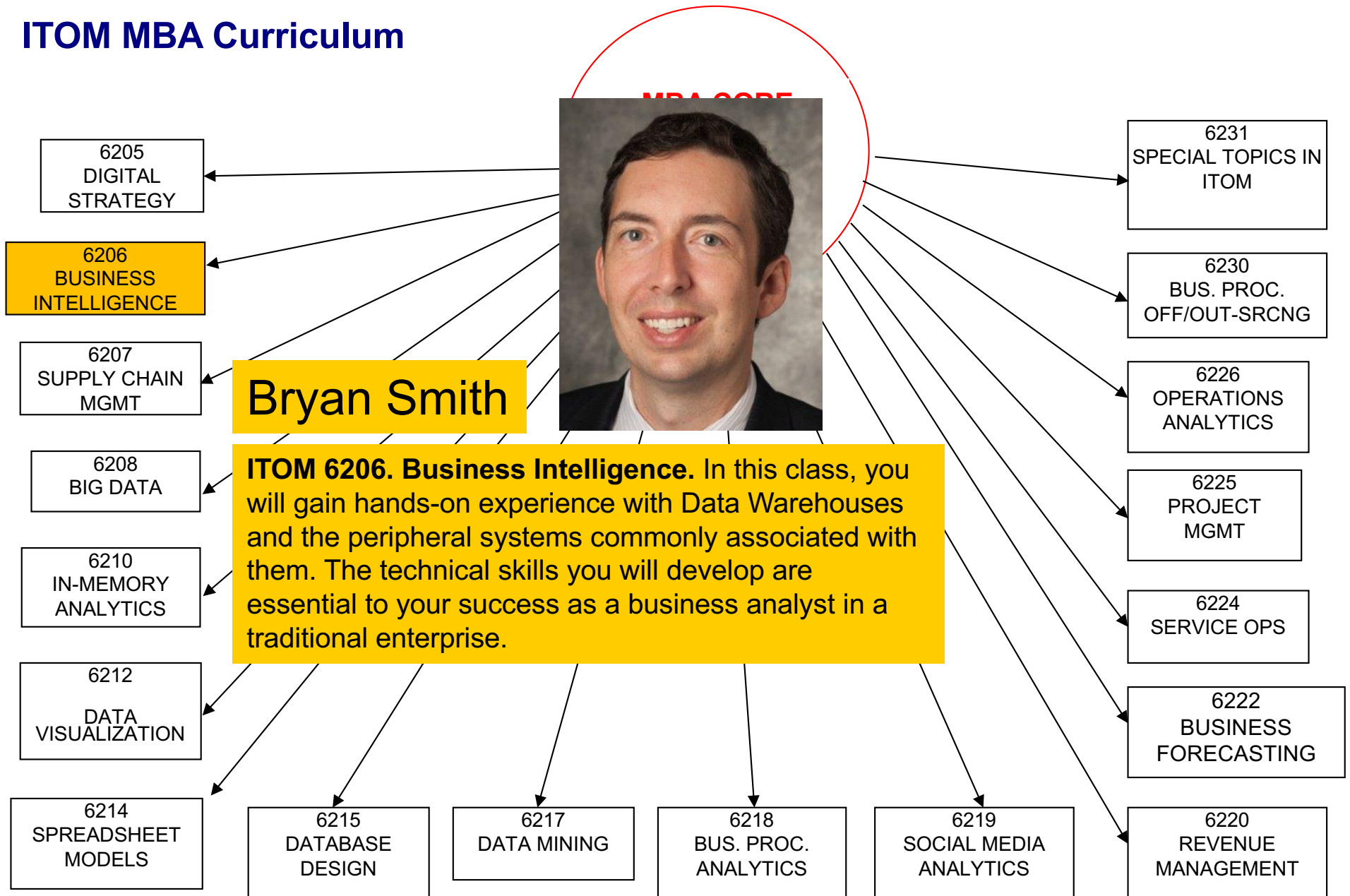
DATABASE
DESIGN

DATA MINING

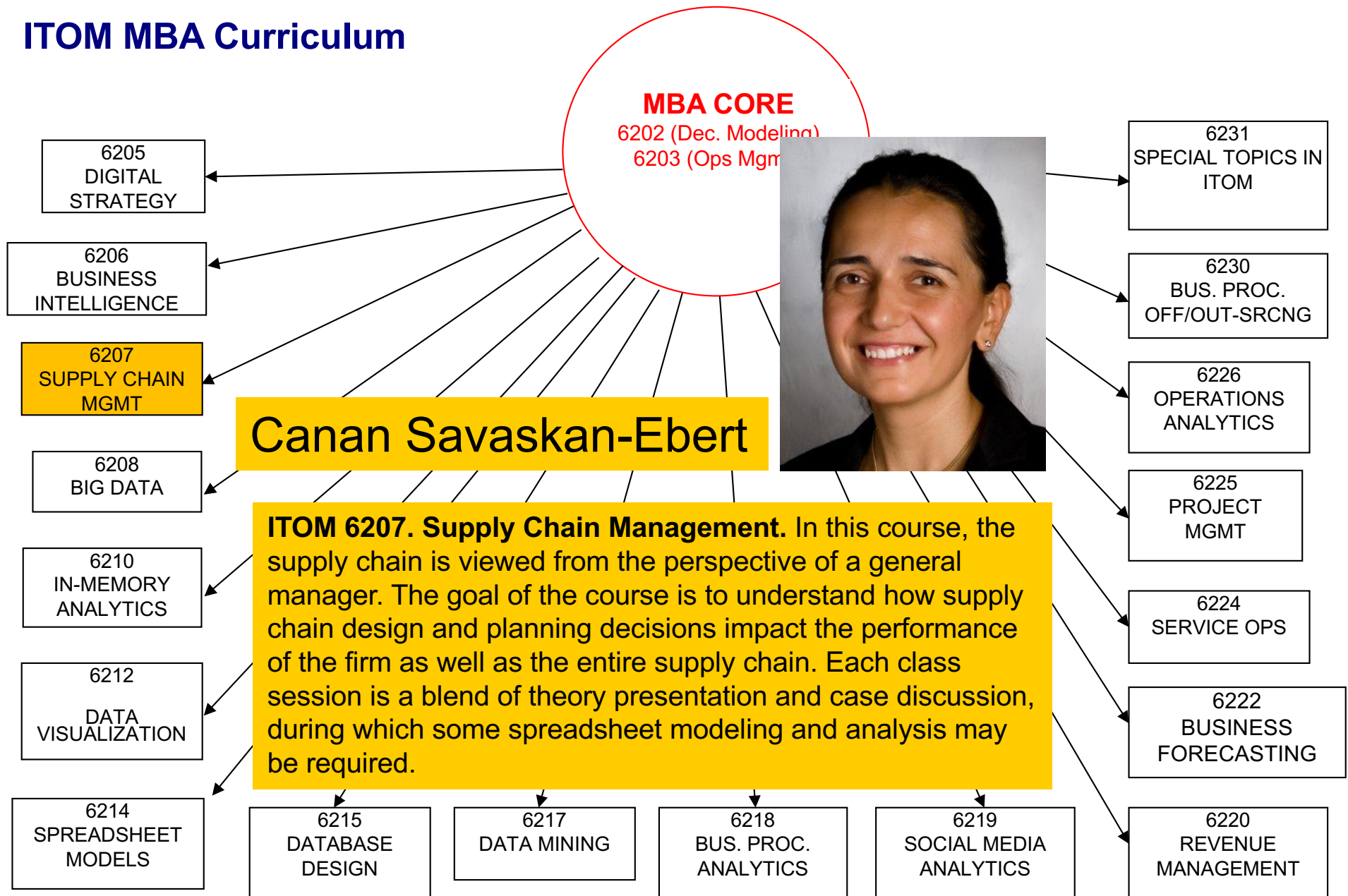
BUS. PROC.
ANALYTICS

SOCIAL MEDIA
ANALYTICS

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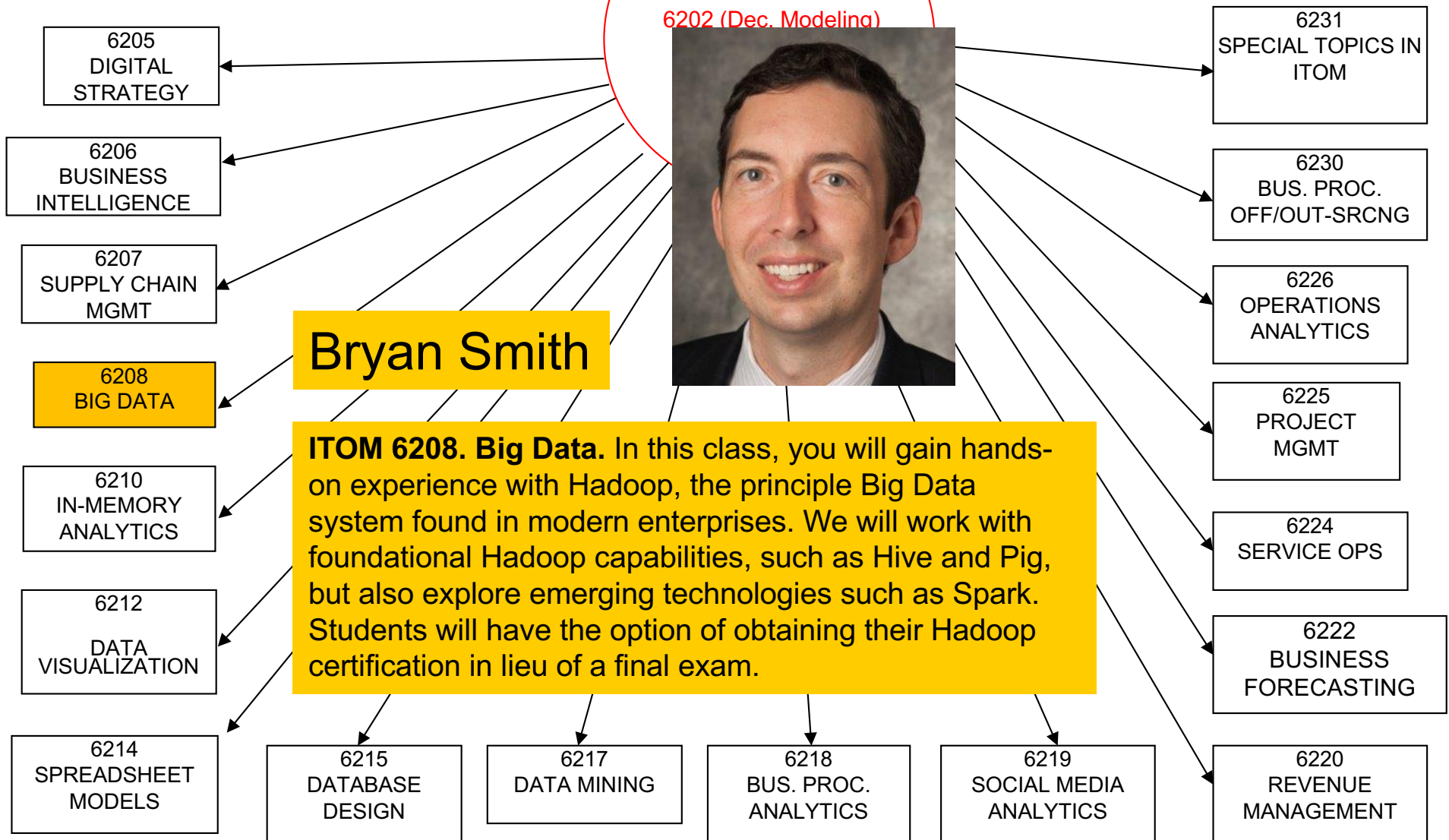
MBA CORE

6202 (Dec. Modeling)

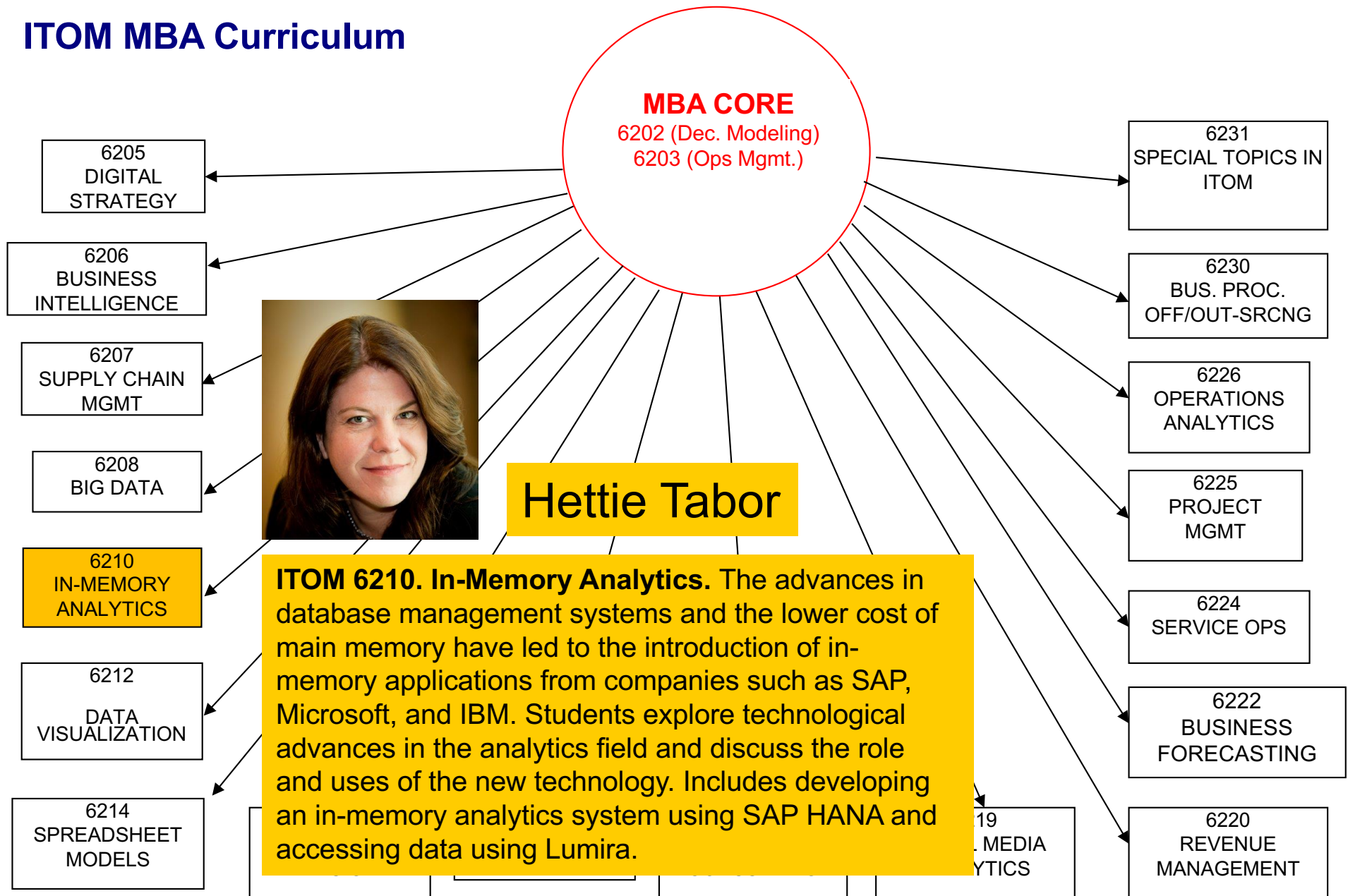


Bryan Smith

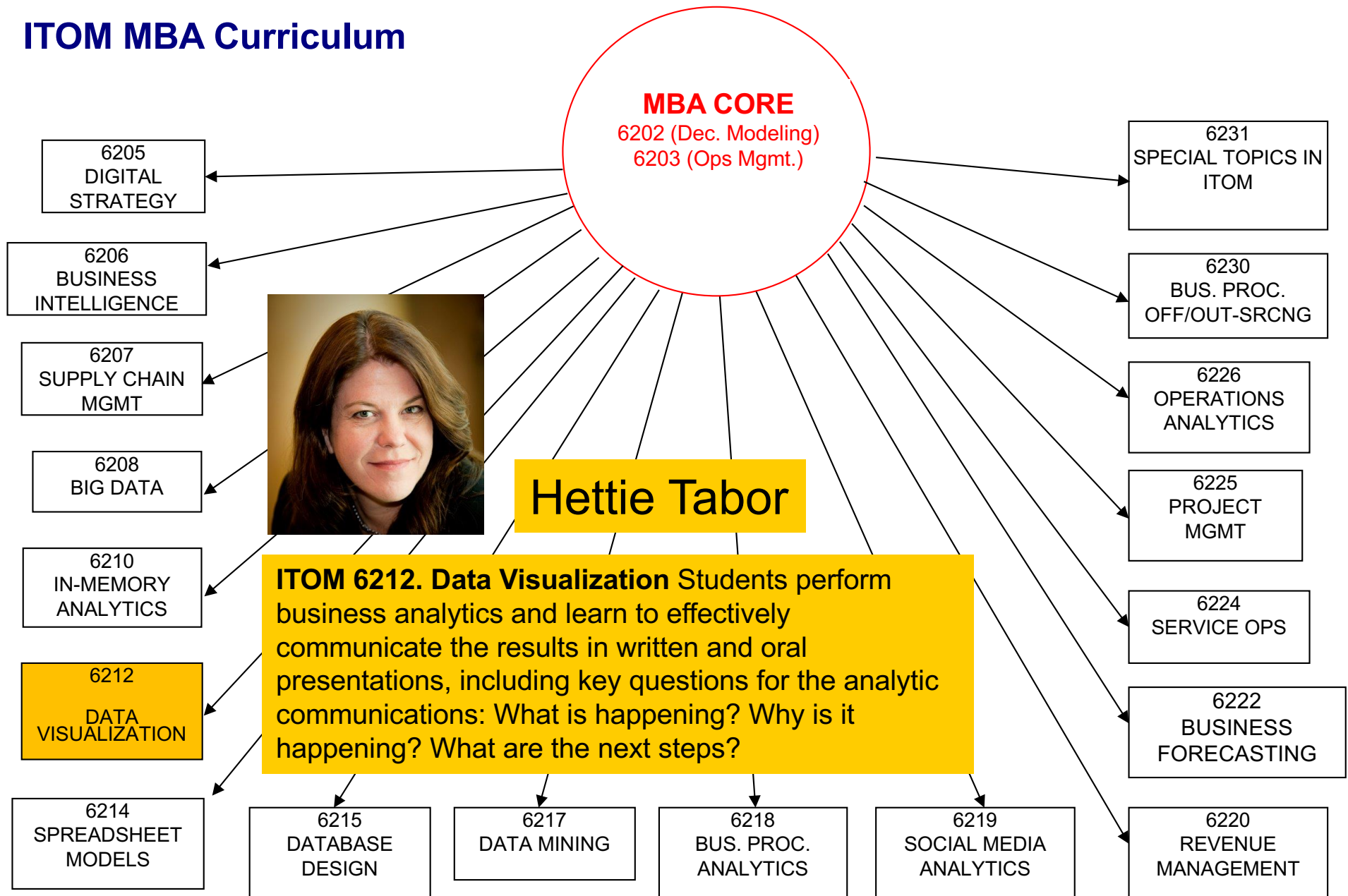
ITOM 6208. Big Data. In this class, you will gain hands-on experience with Hadoop, the principle Big Data system found in modern enterprises. We will work with foundational Hadoop capabilities, such as Hive and Pig, but also explore emerging technologies such as Spark. Students will have the option of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



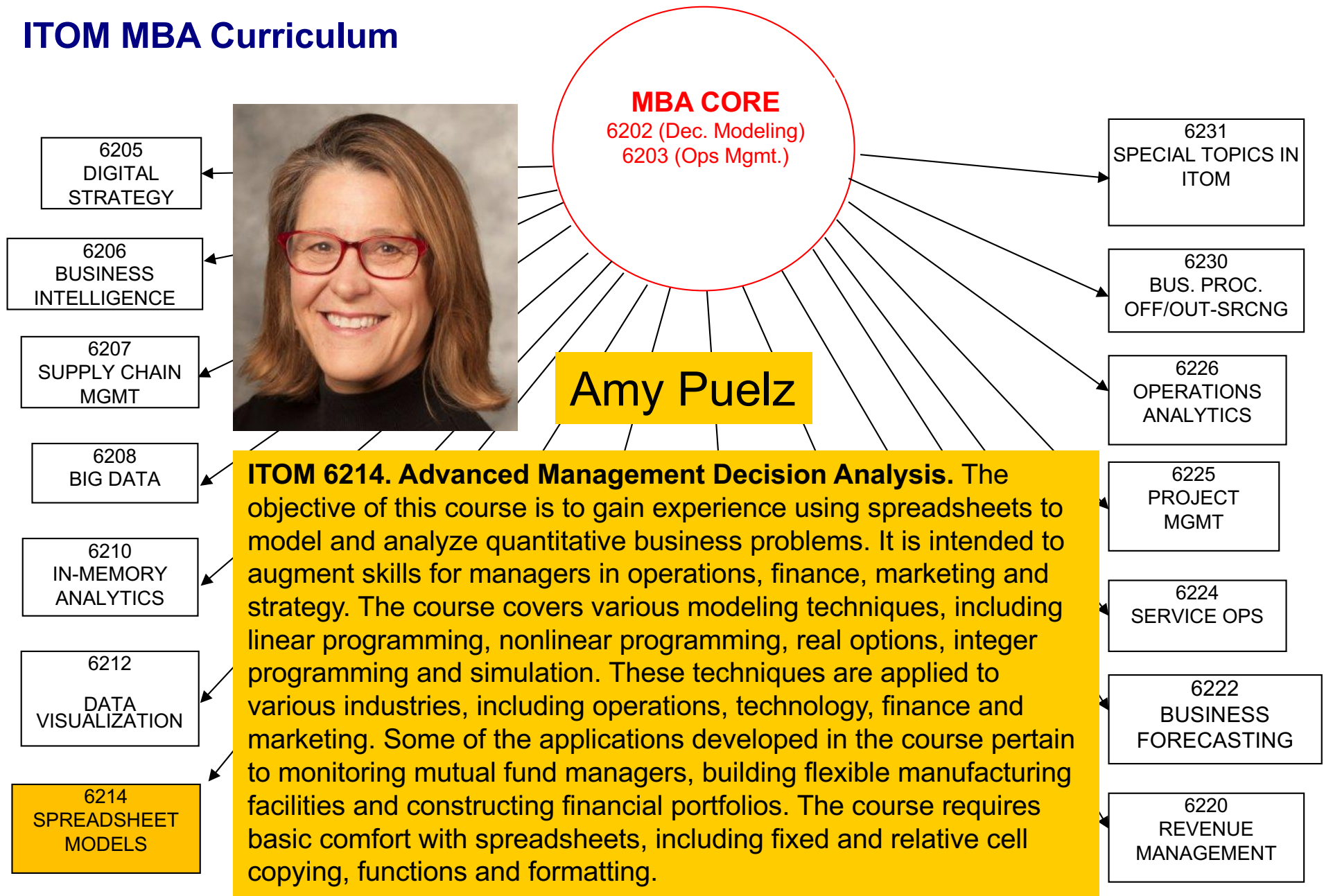
ITOM MBA Curriculum



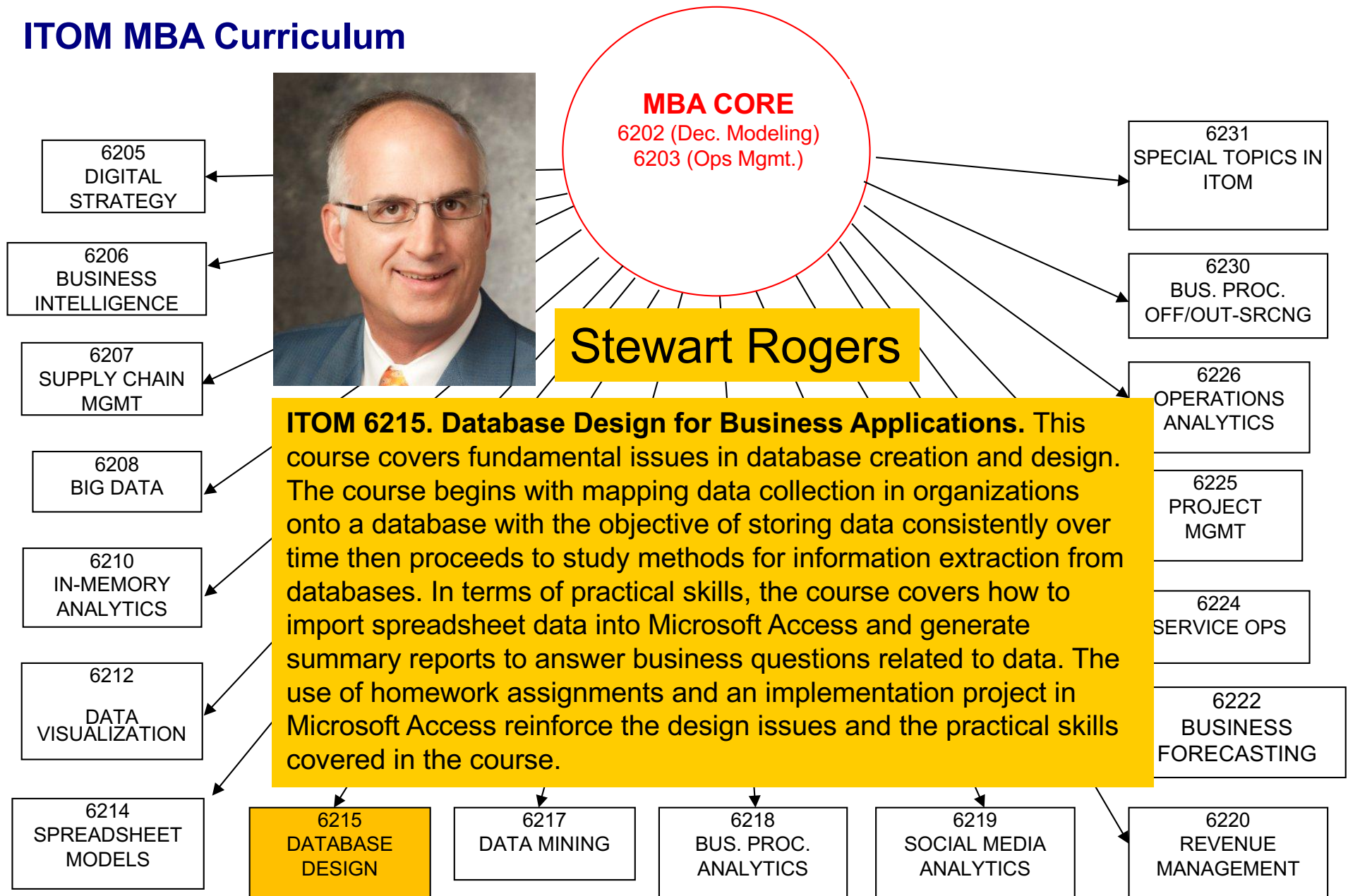
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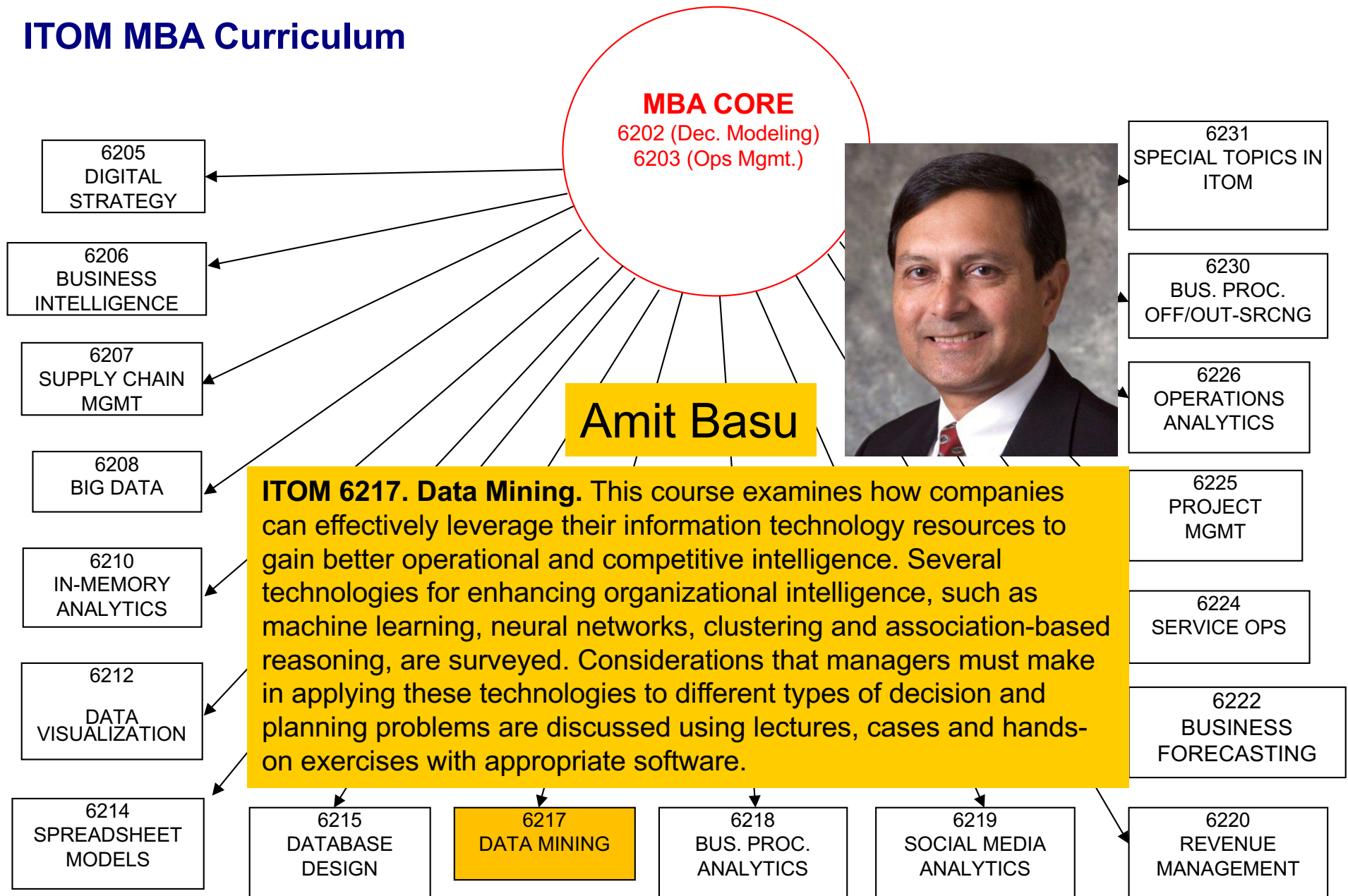
ITOM MBA Curriculum



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ITOM MBA Curriculum



MBA CORE

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

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.

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DATA MINING

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6219
SOCIAL MEDIA
ANALYTICS

6231
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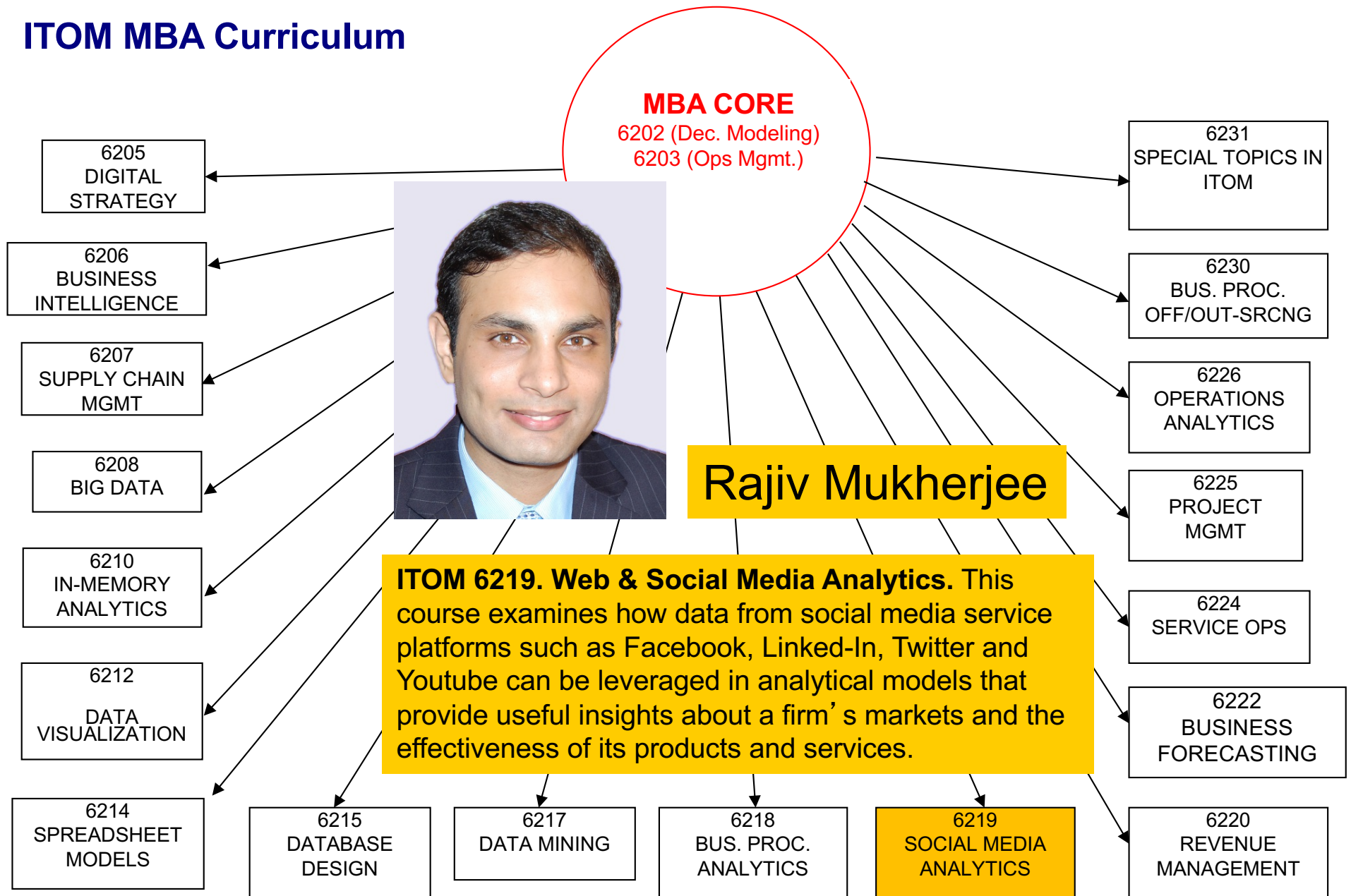
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PROJECT
MGMT

6224
SERVICE OPS

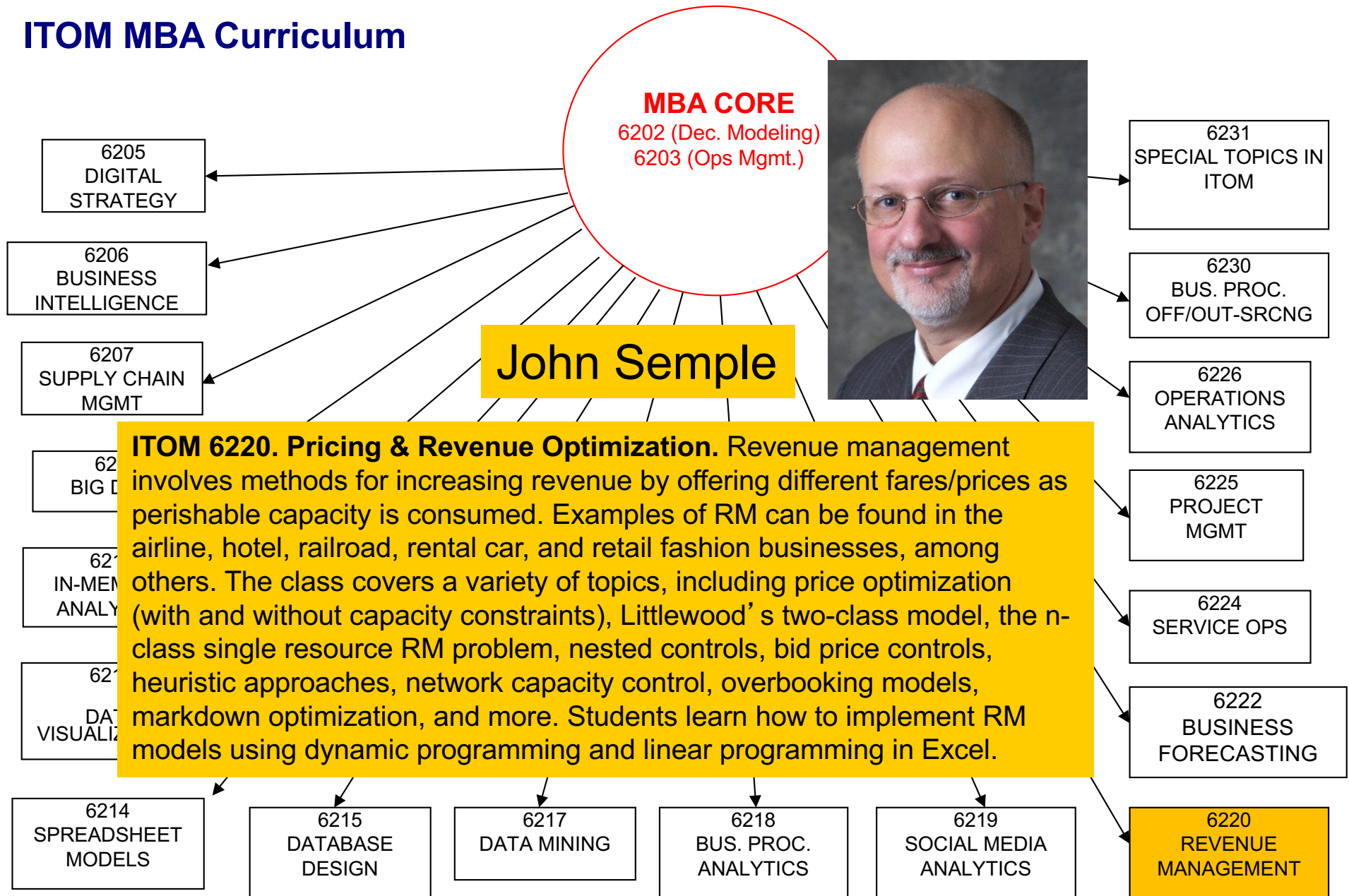
6222
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FORECASTING

6220
REVENUE
MANAGEMENT

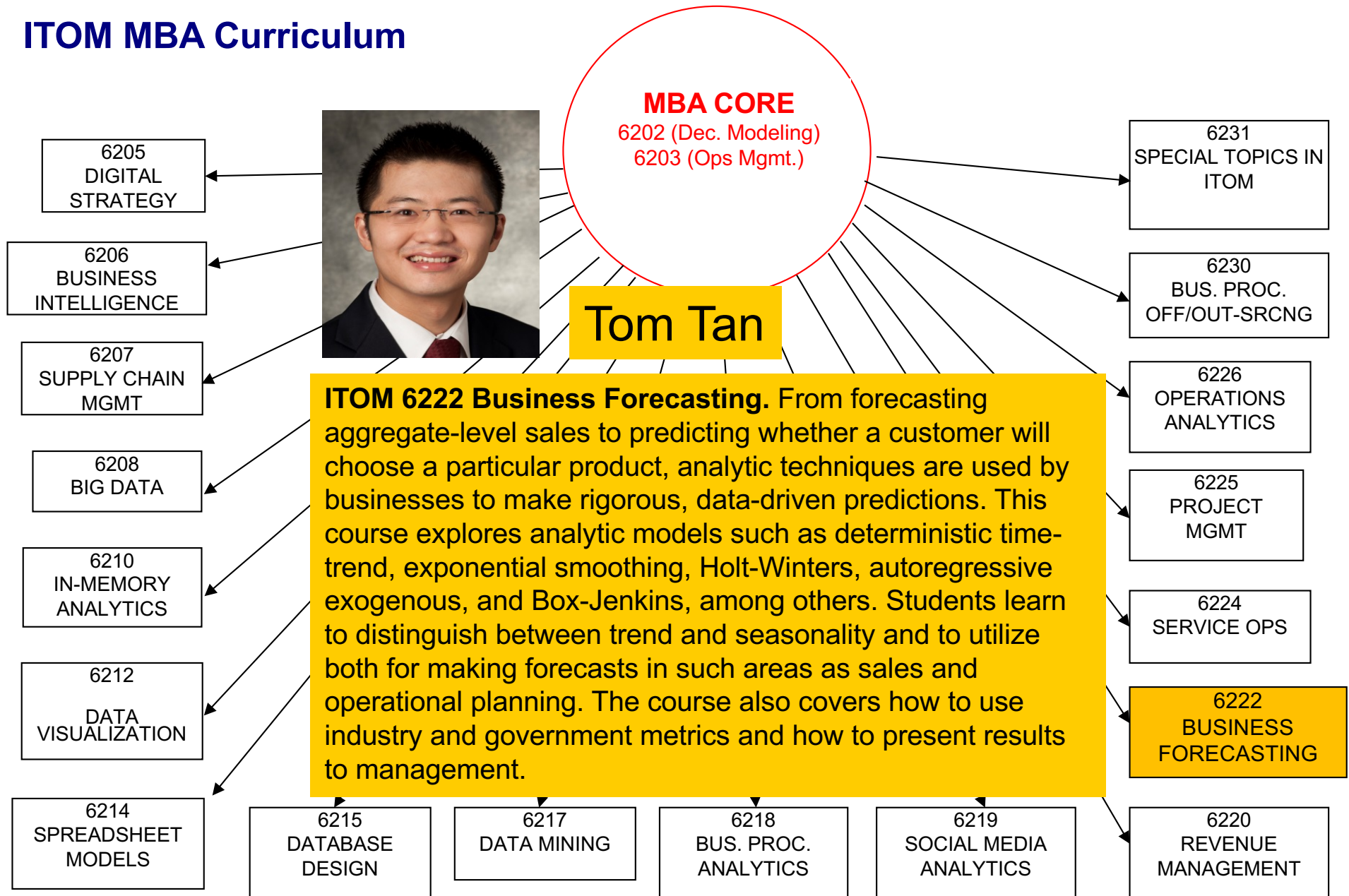
ITOM MBA Curriculum



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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.

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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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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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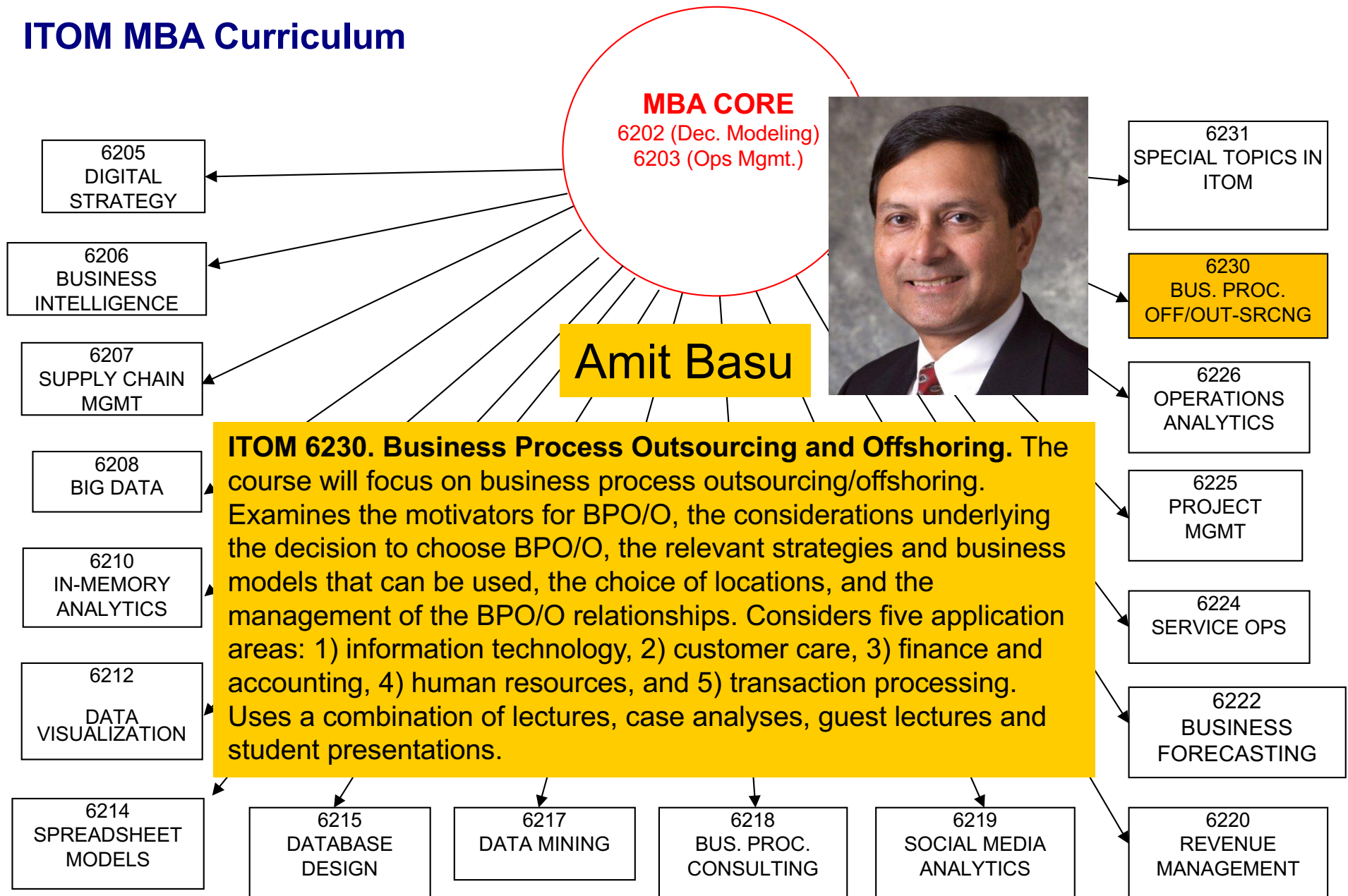
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ITOM MBA Curriculum



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
 - Supply Chain Management
 - 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
- Summer
 - Data Mining
 - Business Intelligence

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