**ISOM Spring BBA Electives**

For more information on ISOM coursework:  [www.isom-gbs.net](http://www.isom-gbs.net)

*currently planned offerings

**BUS 353G. Supply Chain Management** *(counts towards the BBA global requirement) evening offering*

This course will introduce students to the state-of-the-art in supply chain management. We will explore the current trends in supply networks, the link between supply chain and firm's strategy, and the issues of incentives, information sharing, trust, coordination, risk, resiliency, and logistical efficiency. Students with an interest in consulting, operations management, or business analytics are the primary target for this course. Students interested in private equity, investments, and marketing will find the course useful as those functions are often linked to supply chains. (they are called value chains for a reason!)(Contact: nikolay.osadchiy@emory.edu for more information).

**BUS 356. Think.Code.Make** *(day offering)*

Introduces the fundamentals of coding, programming and systems design thinking. Steve Jobs said “Everyone should learn how to code, because it teaches you how to think.” The course is designed for folks with low-to-no coding background and exposes one to the tools that support other decision making activities. We develop basic skills in Python (data manipulation, string handling, etc) and in web development – HTML/CSS/JS (web development involves in SWIFT language (new from Apple). In addition, concepts and languages in 3D Printing, augmented reality and game design small projects and a few summary projects are used to demonstrate acquired skills. (Contact benn.konsynski@emory.edu for more information).

**BUS 358. Decision Tools and Visualization** *(day offering)*

Prerequisite: None. How can modern data management approaches and technology be used to empower workers, raise awareness and ensure that decisions align with both the strategic objectives and obligations of organizations? In this course, students will learn to develop Excel-based analytical tools, informational frameworks and visual interfaces for improving resource-usage and process effectiveness in support of these issues. In doing so, students will gain the ability to leverage strategic, operational and social awareness in the pursuit of long term competitive sustainability. (Contact donald.lee@emory.edu for more information).  

**BUS 359. Privacy in the Digital Age** *(day offering, joint with Law School)*

The course will examine U.S. law governing informational and spatial privacy rights, including any restrictions they impose upon actions by both government and private actors. Examples of the specific topics covered in the course are; (1) Government efforts to gather both the metadata and the contents of electronic messages, (2) Corporate efforts to gather data about users, to mine that data for commercially useful information, and to sell it to other entities and (3) Private sector responses to government requests (or demands) for voluntary data sharing. (Contact benn.konsynski@emory.edu for more information).

**BUS 450G. Foundations of Digital Markets** *(Global requirement- day offering)*

This course lies at the intersection of global business, economics, and digital technology; how information technology (IT) powering global enterprises and markets is leading to business innovations as well as reshaping the way we live and work. You will learn about fundamental principles surrounding IT (e.g., software architecture, internet and Web 2.0 technologies, social media) and explore how IT is transforming organizations, industries, and markets globally. (Contact a.bharadwaj@emory.edu for more information).

**BUS 451. Making Effective Decisions** *(day offering)- Prerequisite: None.*

Every aspect of your life is surrounded by decisions -- those made by you and those made by others. To be a leader, it is essential to understand how to make decisions in this tech-heavy world. How do people interpret situations and data as they do? Why do people (and groups) make mistakes? What role does knowledge play? What should we know about emotion, deception and lying? What do we know of the psychological and neurological mechanisms underlying economic, social and ethical decisions? How can we use this information to better run firms, for example, given the Sarbanes-Oxley Act? These are all important questions regardless of whether you're trying to lead a team or a firm determine organizational processes or workflow, or simply improve your own decision making capabilities. While numerical models that support decisions can be critical to management, the nuances of human behavior cannot be ignored in the real-world. This course brings research to practice in improving decision making (and problem solving) in the complex, dynamical world around us. (Contact: mj.prietula@emory.edu for more information)

**BUS 453. Operations Strategy** *(day offering)*

Prerequisite: Business 351. The goal of this course is to provide students with an understanding of how to formulate an operations strategy and evaluate its impact on the bottom line. The course considers a variety of possible ways in which to compete on operations, including the hidden costs of outsourcing and offshoring. (Contact: ruomeng.cui@emory.edu for more information)

**BUS 455. Business Forecasting & Predictive Analytics** *(day offering)*

Everyone wants/needs to predict the future, instead of guessing let's use some tools. This course explores a wide variety of techniques for analyzing and predicting in a broad range of applications including; Finance, Marketing, Sales, Online Behavior and others. This course expands on the basic statistical tools of BUS 350 in two major ways: [1] New methods of Modeling/Analyzing data and [2] Development of automated structures to support decisions tied to data. This course is a very “hands on” working-with-data, either data sets provided or those you are specifically interested in. Many students have gone on to utilize the skills/tools from this class successfully in their first jobs or startups. The instructor will present extensive examples from personal experience with forecasting and modeling for companies ranging from Fortune 100 to successful startups. (contact: stephen.stuk@emory.edu for more information)

**BUS 458. Psychology of Technology** *(day offering)*

Prerequisite: None. IT (information technology) is becoming both pervasive and capable. You interact with IT daily, and so will your clients, customers, colleagues, family and friends. So, what principles guide people's reactions to, and interactions with, IT? How can we use these principles to design better actions, reactions and interactions? The answers are neither obvious nor easy, but are essential for improving business practices and products. In this course, we will view the latest research in leading laboratories and talk with practitioners. We look at cases and examples, ranging from common business applications to social networking sites, games, agents, and robots. This will lead us to societal issues, emotion, deception, examining the digital divide, artificial intelligence, malware, piracy, privacy, and ethics in virtual societies. In the world of technology, psychology matters. (contact mj.prietula@emory.edu for more information).