**ISOM Spring MBA Elective Offerings**
For more information on ISOM coursework:  www.isom-gbs.net

**BUS 553G. Supply Chain Management** *(counts towards the MBA 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 556. Analytics for e-Markets** *(Evening Offering)*
This elective introduces students to the economics of high-technology industries including online markets and digital products. -Topics covered include network economics, platform models and two-sided markets, pricing strategies, segmentation and versioning for digital products, impact of bundling services, etc.; -Industries covered include: Platform firms (Amazon, Apple, Facebook, Google, Uber, etc.), software makers, entertainment (music, video-games and movies) firms and others like mobile carriers. We will do a mix of cases, games, analytical models and empirical analysis using real data. Speakers will be from a variety of industries; not a basic course, so some amount of interest and exposure to economics, modeling and data analysis is required. Student teams will participate in an Online Marketing challenge – competition run by Google. The course provides a foundation to understand the online world and the role of technology in enabling such; ideal for students interested in firms such Amazon, Google, Facebook, etc. We have a rich alumni base from this class in these firms. Primarily, the course uses pricing as a strategic variable to understand digital strategy. You NEED to have an interest in economics and technology. (Contact ramnath.chellappa@emory.edu for more information).

**BUS 557. Management Science in Spreadsheets** *(December ACE and Day offering)*
This course covers traditional management science techniques such as linear programming, integer programming, and simulation. work is performed in an electronic spreadsheet format. The particular problems of the course are focused on finance and operational topics include asset allocation, arbitrage, short term cash flow planning, and balance sheet management, among others. (Contact diwas.kc@emory.edu for more information).

**BUS 559. 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 653. Operations Strategy** *(Day offering and May ACE Offering)*
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 low cost, high quality, flexibility or speed of customer response, and innovation. In doing so, the course examines the complexities associated with global operating systems, including the hidden costs of outsourcing and offshoring. (Contact nuomeng.cui@emory.edu for more information).

**BUS 654. Service Operations** *(Day offering)*
Service Operations Management will build on the concepts from Process and Systems Management and explore the particular challenges and strategies for managing services. We will examine the similarities and differences between services and more traditional manufacturing and supply chain management. Businesses in the service sector are very diverse and include document processing, transportation, customer support, hospitality and consulting. We will build frameworks to classify service processes and discuss the managerial challenges of different environments. The course will investigate technical methods for managing services and service quality. Through the cases in the class, we will also be able to investigate the non-technical issues, such as the customer experience and the organizational issues for the service providers. The cases will describe the business and marketing strategies, but the focus in the course will be designing processes to deliver on those strategies. (Contact: jeff.rummel@emory.edu for more information).

**BUS 655. Business Forecasting & Predictive Analytics** *(Day and Evening offering)*
This is a very hands on course offering a variety of tools and techniques to analyze data and predict future behavior Applications; Time series methods (moving average, exponential smoothing, Box/Jenkins), Non-linear Methods (non-linear regression, Neural Networks), Pattern recognition (cluster analysis). These techniques are application independent and real world examples range from marketing, social media, finance, etc. Grading will be based on 4 real data group projects. (Contact stephen.stuk@emory.edu for more information).