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. Contact: nikolay.osadchyi@emory.edu for more information.

BUS 556/556P. Analytics for eMarkets (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: Software, entertainment (music, video-games and movies), information goods and platforms (Amazon, Apple, facebook, Google etc.) and mobile (hw: Motorola, HTC, iPhone, etc. & carriers: AT&T, Sprint, etc.). We will do a mix of cases, games, analytical models and empirical analysis using real world data; speakers from a variety of industries. This is not a basic course, so some amount of interest and exposure to economics, data analysis is required. Student teams will participate in the Google Online Marketing challenge – competition run by Google. Contact: ramnath.chellappa@emory.edu for more information.

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

558/558P/558E. Organizational Project Management (OPM) (evening offering)
"Increasing complexity and volatility are hallmarks of the Digital Age, requiring companies to develop a core competency in the delivery of change. In this landscape, business strategies are enacted through projects, temporary endeavors that produce unique results, delivering change through teams. Often ephemeral, these teams may be composed of personnel from multiple organizations, a fact that underscores the need for shared vernaculars and methods, a need that is met by standards like PMI’s PMBOK Guide and the Organizational Project Management Maturity Model (OPM3), certifications like the PMP and IPMA-C, and methodologies from industry like RUP, Agile/Scrum, and others. As a project manager, you must initiate, plan, execute, control, and close your projects, and as an executive, you must create a capable system for translating strategies into portfolios of projects and delivering groups of projects together to produce the intended benefits. In this course, through exposure to and use of industry standards, you will learn to do both: 1) how to manage a project, and 2) how to create the organizational systems necessary to choose and deliver the right projects successfully, consistently, and predictably."

BUS 559. Privacy in the Digital Age (day offering)
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 651/651P. Strategic Decision Analysis - Prerequisite: 550 (evening offering)
Analysis of decision problems focusing on strategic interaction and the complexity of multiple players. Applications; models of competition and cooperation, product introduction and pricing, strategic moves, negotiation, auctions & bidding, fair division, coalitions, voting and group decisions. This course is useful for anyone who has to make strategic decisions - especially useful for consultants or others who have to analyze decision situations and make recommendations. Contact: michael.miller@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 offering)
This is a very hands on course applying 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)

BUS 656. Introduction to Business Data Analytics (day offering)
Virtually every aspect of business is instrumented for data collection and data is increasingly analyzed systematically to improve business decision-making and offer competitive advantage. After taking this course, you should be able to view business problems from a data analytics perspective, think systematically about how the techniques of extracting useful knowledge from data can improve business performance and have hands-on experience with data mining techniques. Prior experience with a programming language or with data mining is useful but not necessary. (Contact: vilma.todri@emory.edu for more information)