

# **MBA CONCENTRATION COURSES**

## **Business Analytics**

MBAO 673 Decision Modeling Strategy

MBAO 675 Machine Learning and Artificial Intelligence

MBAO 677 Data Visualization

MBAO 671 Fundamentals of Data Science using R and Python  
Programming

## **Marketing**

MBAO 663 Digital marketing and Strategic Brand Management

MBAO 665 Marketing Distribution Systems

MBAO 669 Marketing Analytics

MBAO 661 Integrated Marketing Communications

## **Supply Chain Management**

MBAO 682 Procurement and Contracting

MBAO 684 Supply Chain Operations Analytics

MBAO 686 Transportation and Logistics and Distribution Management

MBAO 681 Operations Management using Planning and Production