BUDT - DECISION AND INFORMATION TECHNOLOGIES

BUDT706 Social Media and Web 2.0 (2 Credits)
Over the past years, social computing technologies such as online communities, blogs, wikis, and social networking systems have become important tools for individuals to seek information, socialize with others, get support, collaborate on work, and express themselves. Increasingly, businesses are trying to leverage web 2.0 by using social computing technologies to communicate with customers, employees, and other business partners or to build new business models. This course will review concepts and principles related to web 2.0 and examine issues and strategies associated with business use of social computing technologies.

Restriction: Must be in one of the following programs (Business and Management (Master's); Business and Management (Master's)).

BUDT732 Decision Analytics (2 Credits)
Analytical modeling for managerial decisions using a spreadsheet environment. Includes linear and nonlinear optimization models, decision making under uncertainty and simulation models.

Prerequisite: BUSI630.
Credit Only Granted for: BMGT732 or BUDT732.
Formerly: BMGT732.

BUDT733 Data Mining and Predictive Analytics (2 Credits)
Data mining techniques and their use in business decision making. A hands-on course that provides an understanding of the key methods of data visualization, exploration, classification, prediction, time series forecasting, and clustering.

Prerequisite: BUSI630.
Credit Only Granted for: BMGT733 or BUDT733.
Formerly: BMGT733.

BUDT758 Special Topics in Decision, Operations and Information Technologies (1-4 Credits)
Selected advanced topics in the various fields of graduate study in decision, operations and information technologies.

Restriction: Permission of BMGT-Robert H. Smith School of Business.
Repeatable to: 9 credits if content differs.
Formerly: BMGT798.

BUDT759 Independent Study in Decision and Information Technologies (1-6 Credits)
Independent study for masters students in decision and information technologies.
Repeatable to: 6 credits if content differs.
Formerly: BMGT708.

BUDT775 Pricing and Revenue Management (2 Credits)
Specialized course on pricing and revenue management (PRM) that provides students with tools and principles, drawn from several disciplines (Operations, Microeconomics, Decision Modeling, Statistics, Marketing, IS) to make effective pricing decisions. Topics covered include economics of pricing, strategy and tactics of PRM, pricing optimization, differentiated pricing, dynamic pricing, mark-down pricing, legal and ethical issues in models/methods used in making effective PRM decisions and managerial or organizational factors that hold the key to success in execution of PRM.

Prerequisite: BUSI630.
Restriction: Must be in a major in BMGT-Robert H. Smith School of Business; or permission of BMGT-Robert H. Smith School of Business.
Credit Only Granted for: BUDT758D or BUDT775.
Formerly: BUDT758D.