

## Fall 2019 New & Interesting Courses to Consider

### **CS 703: Looking into the Future: Automation and Digital Technologies**

*Prerequisite(s): None*

*Notes: This course may be used as an elective in the MSDI and MSHFID degrees or an application elective in the Information Systems Technology Concentration in the MBA. It may also be used as an unrestricted elective in the MBA Program and certain MS degree programs.*

#### Course Description

This course will survey a range of new and evolving digital technologies, their applications and issues surrounding their use. This discussion-based course will be co-taught by several faculty members, who will lead class meetings, followed by discussions examining issues surrounding the use of presented technologies in practice. The choice of topics will depend on the contributing faculty and vary from one semester to another. Assignments will include extensive reading and reflections on the topics under study, written summaries and group presentations on specific technologies, and the development of forward-looking ideas on applications of technologies of interest to students and faculty members.

### **HF 799: Multimodal Experience Design**

*Prerequisite(s): None*

*Notes: This course may be used as an elective in the MSHFID, MSDI, MSIT, and MSMBA degrees. All other degrees with unrestricted electives require MSHFID Program Director approval.*

#### Course Description

This is an introduction to auditory, haptic, and olfactory interfaces used in real, remote, and virtual interaction. When used appropriately, perceptual modalities can enhance the visual interface and enable users to explore and manipulate simulated and distant objects. Class topics include human perception, auditory, haptic, and olfactory interface design, system evaluation, current applications for these modality-specific technologies and their utilization in VR and AR worlds, and multimodal integration principles (how to combine multiple senses to form a single perception). Coursework includes hands-on homework assignments, reading and discussion of research papers, and a final project. Students will be required to create an interactive prototype that leverages multiple sensory systems.

### **MG 654: Leading for Quality**

*Prerequisite(s): None, not open to those who have taken OM 750.*

*Notes: This course may be used as an application elective in the Leadership Concentration in the MBA. It may also be used as an unrestricted elective in the MBA Program and certain MS degree programs.*

#### Course Description

In the United States, the service sector now accounts for more than 80 percent of the nation's economy, and that percentage continues to increase. In addition, many manufacturing companies are now recognizing that they can obtain a competitive advantage in the marketplace with their products by providing their customers with outstanding service. The unique characteristics of

services, including intangibility, the direct interaction of the customer in the service process, simultaneous production and consumption, heterogeneity of demand, and labor intensity, create unique challenges for service managers in the management and control of quality. This course examines these unique challenges and addresses the application of modern quality management theory, methods, and tools to service industries.

**MK 735: Marketing Corporate Immersion**  
**(Formerly MK 735: Start-Up Marketing in the New Economy)**

*Prerequisite(s): GR 523. Not open to students who have completed GR 735 and/or MK 755A.*

*Notes: This course may be used as an elective in the MSMA degree or an application elective in the Marketing Concentration in the MBA. This course fulfills the GR 735 Corporate Immersion requirement for Full-Time MBA and MSMBA students. It may also be used as an unrestricted elective in the MBA Program and certain MS degree programs.*

Course Description

Startup Marketing in the New Economy is a Corporate Immersion course focusing on solving business problems with the launch of a new product or service. Emphasizes the use of multidisciplinary skills to identify, define, and solve complex issues within the firm. Covers multiple topics including finance, accounting, management, marketing, technology, and the law. Helpful to understand technology and cultural idioms. Involves significant group work and the ability to meet tight deadlines. Deliverables may be sequential, but often unrelated and with frequent changes throughout the semester. Need immense curiosity, ability to research, search capability, and experience investigating multiple industries. Emphasizes the ability to use both written and oral skills in formal business presentations to top management. Requires the ability to defend analyses and recommendations under pressure and strict time constraints.