The Texas MBA Information Management (IM) concentration focuses on developing business leaders who understand (1) how to leverage IT to create value via innovative information technologies or novel use thereof; and (2) the strategic, financial and economic implications of IT projects. This concentration provides a strong foundation so that students can articulate the strategic and business value of IT beyond an IT-centric view and develop the expertise required to manage global resources and projects enabled through IT. Finally, the concentration strives to provide an environment for students to develop entrepreneurial thinking and leadership skills through activities such as extracurricular case competitions and projects for local organizations.

**Curriculum Requirements**

MKT 282 - Analysis of Markets (flex core)
STA 287 - Business Analytics and Decision Modeling (flex core)

**Three (3) Information Management courses:**
MIS 381N - Strategies for Networked Economy (Spring of 1st or Fall of 2nd year)
MIS 382N.9 – Data Analytics with Data Mining (Spring of 1st or Spring of 2nd year)
MIS 383N.13 - Managing Innovation in a Global Company (Spring of 1st or Spring of 2nd year)

Any one (1) course chosen from the list below:
OM 386.4 - Operations Practicum
OM 386 - Supply Chain Analytics
OM 386 - Supply Chain Management
MKT 382 - Marketing Analytics and Information
MKT 382 - Data Analytics and Dynamic Pricing
MKT 382 - Analytical Tools for Marketing Decisions
ACC 387.1 - Managerial/Cost Accounting

**Total credit hours:** 16

**Career Opportunities**

- Information Management Consultant
- Information Technology Strategy & Management
- Business Analyst
- Project Manager