

BAIS 640: Theoretical Foundations of MIS/POM Marketing, Analytics & Prof Sales

This course provides a general introduction and grounding in the MIS and POM areas and serves as a functional core course. 3 Credits

Instruction Type(s)

• Seminar: Seminar for BAIS 640

Subject Areas

- Information Technology
- Computer and Information Sciences, General

Related Areas

• Artificial Intelligence

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