

PROFESSIONAL MBA LABS (PML)

PML 670 Using Technology to Solve Health Challenges Tech Lab (0.5 credits)

This course will focus on equipping students with the technical skills necessary to transform data into meaningful, interactive presentations that drive informed business decisions. Students will get a hands-on practice with tools like Power BI, Miro, project management platforms, AI-driven solutions and storytelling techniques. In this lab, students will learn how to process, visualize and present data effectively to solve business problems. The course will cover both established and emerging technologies that are transforming business operations today. The in-person sessions will employ active learning skills where students may be asked to watch and read materials before coming to class. Class time will be spent on working with groups on discussions around data, use of AI and putting together presentations to present the data and ideas. AI tools will be used to generate data and create scenarios for students to solve.

Typically Offered: As needed

PML 671 Introduction to the Structured Query Language Programming (0.5 credits)

This Programming Lab is designed to provide students with practical experience in SQL, a vital skill in the business and data analytics industry. The lab will focus on Structured Query Language for managing and analyzing data in relational databases. Students will gain proficiency in querying, analyzing, and visualizing data to make informed business decisions. They will learn to use SQL tools to present their findings effectively, addressing business needs by leveraging database technologies.

Typically Offered: As needed

PML 672 Mastering Generative AI Tools for Professional Excellence (0.5 credits)

Artificial Intelligence (AI) is transforming business and education, creating new opportunities for innovation, efficiency, and productivity. This hands-on tech lab equips students with the essential skills to effectively integrate AI tools into their professional and academic workflows. Participants will explore AI-powered applications for automating tasks, enhancing notetaking, generating professional visuals, and refining AI-driven prompts for real-world use cases. Through practical exercises and ethical discussions, students will develop the expertise to harness AI responsibly and strategically, positioning themselves for success in an AI-driven world.

Typically Offered: As needed

PML 673 Digital Marketing Analytics Lab (0.5 credits)

The Digital Marketing Analytics Tech Lab equips students with a foundational and systematic understanding of digital marketing analytics concepts, metrics, and practices. Students will explore key topics, including analytics across various channels (e.g., websites, paid ads, SEO, social media), digital campaign creation (e.g., digital advertising), and campaign optimization (e.g., A/B testing). The course emphasizes critical skills such as analyzing channel-specific metrics, designing effective campaigns, and applying optimization techniques. Through a hands-on, practical approach, students will engage with industry-standard tools like Google Analytics 4, Google Keyword Planner, and Google Ads to address real-world business challenges and develop actionable insights.

Typically Offered: As needed

PML 674 Analyzing and Presenting Data with Generative AI (0.5 credits)

This lab bridges the gap between traditional data analytics and emerging Generative AI technologies, preparing future leaders to harness the power of Generative AI in driving business growth and innovation. Students will explore hands-on how Generative AI can revolutionize the way businesses can handle datasets, uncover patterns, create compelling visualizations, and tell a story with data.

PML 675 Leveraging Immersive Technologies for Business Innovation and Strategic Leadership (0.5 credits)

Immersive technologies are rapidly emerging as critical tools for businesses seeking innovative ways to engage with customers, drive digital commerce, and manage operations. This PMBA Tech Lab will introduce students to the business opportunities and challenges associated with these technologies, focusing on their applications in strategic leadership and innovation. Throughout the lab, students will explore the technological foundations of immersive experiences, including virtual reality (VR), augmented reality (AR), and related platforms, while examining case studies of successful business integrations. The lab will culminate in the specification of a VR-enabled business strategy project, allowing students to apply the concepts they have learned in a practical setting. Students will come to campus at one of several available times before the tech lab begins to get training on a VR headset.