SUPPLY CHAIN MANAGEMENT CAREER CONCENTRATION

The supply chain encompasses all activities associated with the creation of products, from the raw materials stage through to the consumer, including related value-adding services and the associated data and information flows. Supply Chain Management is the integration of these activities through improved supply chain relationships to achieve sustainable competitive advantage. Allocating resources – capacity, facilities, inventory, workforce – to maximize process efficiency, and managing customer relationships to ensure satisfaction are key objectives for participants in supply chain decisions. These decisions require continuous multi-directional flow of data, and this concentration incorporates leading technology: enterprise systems. These systems facilitate information flows across the supply chain, enabling automatic routine decisions and providing real-time input for non-routine decisions.

This concentration is interdisciplinary and develops students’ skills in information technology management, operations and supply management, and marketing. It includes topics such as enterprise systems and their applications, project management, distribution and logistics, process design and efficiency, supplier relationship and customer relationship management, business-to-business marketing, and E-commerce.

Courses
- MGMT 351: Managerial ERP (online, Summer I session only)
- MGMT 448: Supply Chain Operations
- MGMT 451: Supply Chain Seminar (Spring semester only)
- ITM 321: Information & Technology Management
- ITM 322: Project Management (Spring semester only)
- MKTG 350: Retail Management
- MKTG 331: E-Marketing OR MKTG 480: B-to-B Marketing

NOTE: All courses qualify as required core courses or electives for all BSBA majors. Courses may have specific pre-requisites.

Career Information
Opportunities in supply chain management are numerous, varied, and global. Entry-level positions include project managers, process schedulers, distribution managers, logistics specialists, purchasing agents, information technology specialists, technology support specialists, customer relationship specialists, and opportunities in consulting, Internet applications, and alliance coordination. Salaries are dependent on education, experience, and location. These are just a few examples: the 2009 median salary for a supply chain manager having a bachelor’s degree and 5-7 years experience was $94,000 (source: http://swz.salary.com); buyers in supply management having a bachelor’s degree and less than five years experience averaged $72,000 (source: Institute for Supply Management) in 2008.

Interested?
See Dr. John Grandzol (SH264; email jgrandzo@bloomu.edu) or Dr. Christian Grandzol (SH235; email cgrandzo@bloomu.edu).