

Minnesota State University Moorhead

MKTG 419: Supply Chain Management

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites:

This course requires the following prerequisite

MGMT 380 - Operations Management

Corequisites: None

MnTC Goals: None

This course will analyze the supply chain from the point of view of a manager. The goal is to understand how logistical decisions impact the performance of the firm as well as the entire supply chain. The key will be to understand the link between supply chain structures and logistical capabilities in a firm or supply chain. Topics will be covered at the strategic level, planning level as well as the operational level. There will be a mix of qualities and quantitative analysis. Same as MGMT 419.

B. COURSE EFFECTIVE DATES: 03/01/2006 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Introduction of Supply Chain
2. Supply Chain Performance
3. Supply Chain Drivers
4. Designing Distribution Networks and Applications to e-Business
5. Network Design in the Supply Chain
6. Demand Forecasting in a Supply Chain
7. Aggregate Planning in a Supply Chain
8. Inventory Management in a Supply Chain
9. Transportation in a Supply Chain
10. Information Technology in a Supply Chain
11. Coordination in a Supply Chain

D. LEARNING OUTCOMES (General)

1. Develop knowledge of the complexities of supply chain management and the effect of supply chain management on the goal of the organization.
2. Develop knowledge of how the various supply chain management activities are related to and interact with each other.
3. Use the basic concepts and techniques important to analyzing business logistics problems.
4. Develop knowledge of and perform cost tradeoff analysis between different functions and activities within an organization as well as other members of the supply chain.
5. Develop knowledge of various analytical techniques used in solving supply chain management problems.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted