



UNDERGRADUATE PROGRAM OUTCOMES MAP
Core Courses Mapped to Program Outcomes

Academic Unit: College of Business

Program Name: BSBA Global Supply Chain Management

Chairperson: Cindy Forgie & Jeff Koleba

Form completed by: Jeff Koleba

This program has a program-specific accreditation curriculum map: ☐ NO | ☐ YES | ☒ N/A

OUTCOME					
#1 Competency Related to Major (Content Knowledge): Apply concepts of supply chain planning, operations, procurement and distribution to improve organizational performance.	#2 Competency Related to Reinforcement of Cardinal Core Curriculum (Effective Communication or Cultural Diversity): Communicate and collaborate effectively with cross-functional and non-supply chain partners to develop and present solutions.	#3 Competency Related to Culminating Undergraduate Experience (CUE): Develop and evaluate supply chain strategies that align with corporate objectives and incorporate ethical decision-making.	#4 Competency Related to Critical Thinking: Utilize quantitative methods and AI tools to analyze supply chain data, forecast demand, optimize processes, and manage risk.	#5 Competency Related to Global Perspective: Adapt supply chain processes to manage effectively across international borders, incorporating customs regulations and cultural considerations.	
CORE COURSES: Courses that all students are required to take.					
COURSE 1: MKT311 – Supply Chain Management	I: Explain fundamental supply chain concepts and apply them to basic business scenarios.	I: Identify and describe key supply chain issues.	I: Explain common supply chain best practices and their real-world applications.	I: Identify basic quantitative methods and AI tools used in contemporary supply chain management.	

Resources: louisville.edu/oapa/ie

For assistance, contact: theo.barthes@louisville.edu - or - 852.3950

COURSE 2: MGMT401 – Operations Management	I: Explain the fundamental concepts of operations management & how supply chain fits into this broader business function.		I: Describe how supply chain management contributes to achieving broader business objectives.	I: Identify and apply basic quantitative models to address operational challenges.	I: Recognize key customs regulations and cultural factors that influence international business operations.
COURSE 3: MKT412 – Logistics & Physical Distribution	R: Apply logistics and distribution practices to evaluate and improve the global flow of goods and services.	I: Identify and describe logistics and distribution issues.	R: Apply logistics and distribution best practices to address diverse business scenarios.	R: Interpret and apply quantitative methods and AI tools in logistics and distribution decision-making.	R: Apply international distribution best practices to evaluate and solve global logistics challenges.
COURSE 4: MKT406 – Purchasing & Supply Management	R: Analyze purchasing decisions and demonstrate vendor management approaches that support organizational goals.	R: Demonstrate collaboration, communication, and adaptability skills in vendor interactions.	R: Apply purchasing and supplier management best practices to evaluate and respond to diverse business scenarios.	R: Interpret and apply quantitative methods and AI tools in purchasing, demand planning and vendor relationship management.	
COURSE 5: MGMT403 - Total Quality Management	R: Design quality management plans and evaluate their effectiveness in improving supply chain performance.	R: Collaborate in teams to develop and effectively communicate quality management plans.	R: Apply Total Quality Management principles to improve operational quality and efficiency in different business contexts.	R: Analyze business scenarios using Total Quality Management and problem-solving techniques to propose effective solutions.	
COURSE 6: MGMT404 – Project Management	R: Develop project plans using standard methodologies and assess progress to meet business objectives.	R: Clearly present project plans and timelines and respond to audience questions.		R: Apply standard project management methodologies to develop project plans and propose useful adjustments.	

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COURSE 7: CIS344 - Data Analytics			R: Apply analytical and statistical techniques to generate evidence-based business recommendations.	R: Apply data modeling, analytical, and statistical techniques to interpret and solve business problems.	
COURSE 8: SCM460 – CUE Capstone	A: Evaluate and integrate best practices from multiple supply chain disciplines to achieve specific business objectives.	A: Collaborate to design and present a supply chain strategy and defend recommendations in response to general-management level inquiries.	A: Integrate supply chain principles to design a comprehensive strategy that addresses a real-world business problem.	A: Apply appropriate data analysis and AI-supported problem-solving techniques to quantitatively inform supply chain recommendations.	A: Integrate international considerations into a holistic, global supply chain strategy.

** If you need additional rows, please hover your cursor over the left edge of this box and click the '+' button

LEGEND: I Introduced R Reinforced A Assessed



DEFINITIONS:

[I]: Introduced: initial introduction to concepts related to learning outcomes; foundation is set for discipline-specific skills, knowledge, and abilities

[R]: Reinforced: fortification of learning outcomes that are explored more in-depth, coursework is more concept- and discipline-specific

[A]: Assessed: application of learning outcomes via measurable activity are assessed to determine whether students have successfully achieved competency related to learning outcomes. TIP: refer to courses used in SLO reports.

Resources:

[Course Catalogs](#)

[Training Materials](#)