

Global Supply Chain Major Program & Course Learning Objectives

Program Level Learning Objectives

1. Apply concepts of supply chain planning, operations, procurement and distribution to improve organizational performance.
2. Communicate and collaborate effectively with cross-functional and non-supply chain partners to develop and present solutions.
3. Develop and evaluate supply chain strategies that align with corporate objectives and incorporate ethical decision-making.
4. Utilize quantitative methods and AI tools to analyze supply chain data, forecast demand, optimize processes, and manage risk.
5. Adapt supply chain processes to manage effectively across international borders, incorporating customs regulations and cultural considerations.

Course Level Learning Objectives

MKT311 - Supply Chain Management:

1. Explain fundamental supply chain concepts and apply them to basic business scenarios.
2. Identify and describe key supply chain issues.
3. Explain common supply chain best practices and their real-world applications.
4. Identify basic quantitative methods and AI tools used in contemporary supply chain management.

MGMT401 - Operations Management:

1. Explain the fundamental concepts of operations management & how supply chain fits into this broader business function.
2. Describe how supply chain management contributes to achieving broader business objectives.
3. Identify and apply basic quantitative models to address operational challenges.
4. Recognize key customs regulations and cultural factors that influence international business operations.

MKT412 - Logistics & Physical Distribution:

1. Apply logistics and distribution practices to evaluate and improve the global flow of goods and services.
2. Identify and describe logistics and distribution issues.
3. Apply logistics and distribution best practices to address diverse business scenarios.
4. Interpret and apply quantitative methods and AI tools in logistics and distribution decision-making.
5. Apply international distribution best practices to evaluate and solve global logistics challenges.

MKT406 - Purchasing & Supply Management:

1. Analyze purchasing decisions and demonstrate vendor management approaches that support organizational goals.
2. Demonstrate collaboration, communication, and adaptability skills in vendor interactions.
3. Apply purchasing and supplier management best practices to evaluate and respond to diverse business scenarios.
4. Interpret and apply quantitative methods and AI tools in purchasing, demand planning and vendor relationship management.

MKT403 - Total Quality Management:

1. Design quality management plans and evaluate their effectiveness in improving supply chain performance.
2. Collaborate in teams to develop and effectively communicate quality management plans.
3. Apply Total Quality Management principles to improve operational quality and efficiency in different business contexts.
4. Analyze business scenarios using Total Quality Management and problem-solving techniques to propose effective solutions.

MGMT404 - Project Management:

1. Develop project plans using standard methodologies and assess progress to meet business objectives.
2. Clearly present project plans and timelines and respond to audience questions.
3. Apply standard project management methodologies to develop project plans and propose useful adjustments.

CIS344 Data Analytics:

1. Apply analytical and statistical techniques to generate evidence-based business recommendations.
2. Apply data modeling, analytical, and statistical techniques to interpret and solve business problems.

SCM 460 - CUE Capstone:

1. Evaluate and integrate best practices from multiple supply chain disciplines to achieve specific business objectives.
2. Integrate supply chain principles to design a comprehensive strategy that addresses a real-world business problem.
3. Collaborate to design and present a supply chain strategy and defend recommendations in response to general-management level inquiries.
4. Apply appropriate data analysis and AI-supported problem-solving techniques to quantitatively inform supply chain recommendations.
5. Integrate international considerations into a holistic, global supply chain strategy.