

BUSINESS: SUPPLY CHAIN MANAGEMENT, BBA

The field of supply chain management (SCM) is a critical area of competitive advantage for businesses around the world. SCM integrates business functions concerned with the movement of goods, services, and information along the value chain with the goal of creating value for the end customer. SCM is a cross-functional discipline involving many components of business including product development, marketing, demand/supply planning, sourcing, production, inventory, logistics, customer service, and the relationships between businesses and their channels of distribution. In today's complex business environment, there is a need to coordinate these supply chain functions not only within the firm, but with business partners and customers. As a result, SCM is a critical, strategic component of business, and students with SCM education and expertise are in high demand in the marketplace.

The supply chain management major is open to all undergraduate students enrolled in the Wisconsin School of Business and is administered by the Grainger Center for Supply Chain Management at the Wisconsin School of Business. Students will have the opportunity to interact with business leaders, participate in experiential learning and social activities, have access to a global trip/experience, and be eligible for scholarship opportunities from the Grainger Center.

It is important to appreciate SCM from both the theoretical and applied perspectives. Students declared in the supply chain management major will have the opportunity to participate in a large number of speaker events, site visits, and employer networking opportunities. Additionally, students will be eligible to participate in annual global trip opportunities led by the Grainger Center for Supply Chain Management. These trips allow for the exploration of SCM in new and different locations throughout the world.

For questions or additional information about the major in supply chain management, please visit the Grainger Center (<https://business.wisc.edu/centers/grainger/>) (3450 Grainger Hall).

HOW TO GET IN

Students wishing to pursue this major must be admitted to the School of Business. Once admitted, students are able to pursue any business major they choose. To find out more about the school's admissions process for undergraduate students, please see Entering the School (<https://guide.wisc.edu/undergraduate/business/#enteringtheschooltext>).

REQUIREMENTS

UNIVERSITY GENERAL EDUCATION REQUIREMENTS

All undergraduate students at the University of Wisconsin–Madison are required to fulfill a minimum set of common university general education requirements to ensure that every graduate acquires the essential core of an undergraduate education. This core establishes a foundation for living a productive life, being a citizen of the world, appreciating aesthetic values, and engaging in lifelong learning in a continually changing world. Various schools and colleges will have requirements in addition to

the requirements listed below. Consult your advisor for assistance, as needed. For additional information, see the university Undergraduate General Education Requirements (<http://guide.wisc.edu/undergraduate/#requirementsforundergraduatetext>) section of the *Guide*.

- | | |
|-------------------|--|
| General Education | <ul style="list-style-type: none"> • Breadth—Humanities/Literature/Arts: 6 credits • Breadth—Natural Science: 4 to 6 credits, consisting of one 4- or 5-credit course with a laboratory component; or two courses providing a total of 6 credits • Breadth—Social Studies: 3 credits • Communication Part A & Part B * • Ethnic Studies * • Quantitative Reasoning Part A & Part B * |
|-------------------|--|

* The mortarboard symbol appears before the title of any course that fulfills one of the Communication Part A or Part B, Ethnic Studies, or Quantitative Reasoning Part A or Part B requirements.

SCHOOL OF BUSINESS REQUIREMENTS

The Wisconsin Bachelor of Business Administration (BBA) degree program is based on a broad educational foundation combined with courses in business and economics. This curriculum is designed for those students who wish to prepare for careers in business. Students completing any School of Business major (<http://guide.wisc.edu/undergraduate/business/#requirements>) are required to satisfy a common set of Pre-Business Requirements, Liberal Studies Requirements, Business Preparatory Requirement, Business Core Requirement, Business Breadth Requirement, and Credits for BBA Degree.

Code	Title	Credits
School of Business BBA Requirements		
Complete requirements: (http://guide.wisc.edu/undergraduate/business/#requirements)		
	Pre-Business	
	Liberal Studies	
	Business Prep	
	Business Core	
	Business Breadth	

SUPPLY CHAIN MANAGEMENT (SCM) MAJOR REQUIREMENTS

It is recommended that the undergraduate core courses OTM 300 Operations Management and MARKETNG 300 Marketing Management be taken as early as possible in preparation for this major.

Code	Title	Credits
MARKETNG/OTM 421	Fundamentals of Supply Chain Management	3
MARKETNG/OTM 422	Logistics Management	3
MARKETNG 425	Marketing Channel Strategy	3
MARKETNG/OTM 427	Information Technology in Supply Chains	3
MARKETNG/OTM 423	Procurement and Supply Management	3
Select ONE of the following four courses:		3

MARKETNG/ OTM 428	Supply Chain Capital Management
MARKETNG 437	New Product Innovation
OTM 451	Service Operations Management
OTM 453	Operations Analytics
Total Credits	18

UNIVERSITY DEGREE REQUIREMENTS

Total Degree To receive a bachelor's degree from UW–Madison, students must earn a minimum of 120 degree credits. The requirements for some programs may exceed 120 degree credits. Students should consult with their college or department advisor for information on specific credit requirements.

Residency Degree candidates are required to earn a minimum of 30 credits in residence at UW–Madison. "In residence" means on the UW–Madison campus with an undergraduate degree classification. "In residence" credit also includes UW–Madison courses offered in distance or online formats and credits earned in UW–Madison Study Abroad/Study Away programs.

Quality of Work Undergraduate students must maintain the minimum grade point average specified by the school, college, or academic program to remain in good academic standing. Students whose academic performance drops below these minimum thresholds will be placed on academic probation.

LEARNING OUTCOMES

1. Assess the financial, marketing, and operational implications of fundamental supply chain strategies.
2. Compare how supply chain strategies are applied by examining decisions made in various real-world settings.
3. Create business value through the analysis of appropriate data using statistical and/or optimization techniques.
4. Synthesize supply chain concepts into a business strategy that is implemented through a cross-functional business simulation.
5. Effectively communicate ideas and recommendations to individuals in all functional areas of an organization.
6. Evaluate opportunities and risks necessary to develop effective sourcing strategies.
7. Assess costs and benefits in the formulation of appropriate go-to-market channels to reach desired customer groups.

FOUR-YEAR PLAN

Freshman			
Fall	Credits Spring	Credits Summer	Credits
ECON 101	4 ECON 102	4 Elective	3
PSYCH 202	3 MATH 211	5	
GEN BUS 110	1 Communications A	3	
Science	3 Ethnic Studies	3	
Humanities	3		
	14	15	3

Sophomore		
Fall	Credits Spring	Credits
GEN BUS 306	3 GEN BUS 307	3
ACCT I S 100	3 ACCT I S 211	3
MARKETNG 300	3 MARKETNG/ OTM 421	3
OTM 300	3 Literature	3
Communications B	3 Social Science	3
	15	15

Junior		
Fall	Credits Spring	Credits
FINANCE/ ECON 300	3 MARKETNG/ OTM 423	3
Ethics	4 Business Breadth	3
GEN BUS 360	3 Science	3
M H R 300	3 Elective	3
	Elective	3
	13	15

Senior		
Fall	Credits Spring	Credits
GEN BUS 301	3 MARKETNG/ OTM 427	3
MARKETNG/ OTM 422	3 Supply Chain Elective	3
MARKETNG 425	3 Elective	3
Business Breadth	3 Elective	3
Elective	3 Elective	3
	15	15

Total Credits 120

ADVISING AND CAREERS

ADVISING

Advising is an integral part of any student's educational journey in the Wisconsin School of Business Undergraduate Program. Starting at Student Orientation, Advising, and Registration (SOAR), we encourage all students to connect with academic advisors. Business academic advisors have a wealth of knowledge about courses on campus, as well as policies and procedures.

Business career coaches help students with career exploration, internships, resumes, job search, interviewing and more. We encourage students to connect with their career coach once they arrive on campus.

Business academic advisors and career coaches are passionate about student success. Students experiencing academic difficulty or personal struggles are encouraged to talk to their advisor about how their individual situation may affect their academic performance.

ASSIGNED ACADEMIC AND CAREER COACHES

Admitted business students will have one assigned academic advisor. Career coaches are assigned by academic major to be able to provide industry-specific career guidance. If a student has more than one major,

they may have more than one assigned career coach. Students can find their assigned advisor and coach by logging into the Starfish portal through MyUW.

For students not yet admitted to the Wisconsin School of Business, there is a team of pre-business advisors available.

ACCESSING ADVISING

Drop-in advising and scheduled appointments are available for admitted business students. Pre-business students may also schedule an appointment with a pre-business academic advisor or utilize drop-in academic advising.

For more information on accessing academic advising, please see our academic advising page (<https://business.wisc.edu/undergraduate/academic-advising/>).

For more information on accessing career coaching, please see our career coaching page (<https://business.wisc.edu/undergraduate/careers/>).

ADDITIONAL ADVISING INFORMATION FOR SUPPLY CHAIN STUDENTS

In addition to the required courses for the supply chain management major, students are also required to attend four applied learning events each year, keep up with resume reviews and updates, and report all job and internship offers to the Grainger Center and BBA Career office.

CAREERS

Students enrolled in the supply chain management major have access to excellent internship opportunities and earn some of the highest salaries at the Wisconsin School of Business. The average full-time salary for members of the graduating class of 2019 with a supply chain management certificate (offered prior to implementation of the supply chain management major) was approximately \$61,034, while the average monthly internship salary was \$3,000.

Some of the companies that recruit students with a specialization in supply chain management include (but are not limited to):

- 3M
- Accenture
- Amazon
- BP Americas
- Cargill
- Deloitte
- Ford
- Georgia-Pacific
- KBX Logistics
- Kohler
- Kohl's Department Stores
- Macy's
- Milwaukee Tool
- Nestle
- Procter & Gamble
- Rockwell Automation
- Target Corporation
- Uline

- Wayfair
- W.W. Grainger

PEOPLE

FACULTY AND STAFF IN SUPPLY CHAIN MANAGEMENT

For more information about the faculty and their research interests, please visit the directory (<https://business.wisc.edu/directory/>).

Robert Batt, B.A., MBA, Ph.D.
Associate Professor
bob.batt@wisc.edu

Verda Blythe, BBA, M.S.
Faculty Associate
vblythe@bus.wisc.edu

Tim Buhl
Lecturer
timothy.buhl@wisc.edu

Greg DeCroix, B.S., B.A., Ph.D.
Professor
Academic Director of the Grainger Center for Supply Chain Management
greg.decroix@wisc.edu

Xiaoyang Long, B.A., Ph.D.
Assistant Professor
xiaoyang.long@wisc.edu

Peter Lukszyz, B.S., MBA
Senior Lecturer
peter.lukszyz@wisc.edu

Nicholas Petruzzi, B.S., M.S., Ph.D.
Professor
Department Chair for Operations and Information Management
npetruzzi@wisc.edu

Jordan Tong, B.A., Ph.D.
Associate Professor
jordan.tong@wisc.edu

ACCREDITATION

ACCREDITATION

AACSB International—The Association to Advance Collegiate Schools of Business (<http://www.aacsb.edu/>)

Accreditation status: Accredited. Next accreditation review: 2026-2027.