

BUSINESS: SUPPLY CHAIN MANAGEMENT, BBA

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.