

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).