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 certificate is open to all undergraduate students enrolled in the School of Business and is administered by the Grainger Center for Supply Chain Management at the School of Business. In addition to the BBA requirements, students complete an 18-credit curriculum required for the certificate. Students will also 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.

Each semester, the center offers an informational workshop to help interested students learn about the certificate. At this event students will be exposed to the curriculum and potential career opportunities in the field, as well as network with current students, alumni, and corporate partners. Informational workshops will be posted to the MyBiz blog.

For questions or additional information about the certificate in supply chain management, please visit the Grainger Center (3450 Grainger Hall) or call 608-262-0710.

The supply chain management certificate is only for students in the School of Business.

Students interested in pursuing the supply chain management certificate must complete an application to verify the degree plan, including a resume review by the BBA Advising Center. All applications will also include a meeting with the Grainger Center staff in 3452 Grainger Hall.

HOW TO GET IN

The supply chain management certificate is only for students in the School of Business.

APPLICATION

Application for students in the School of Business who were admitted before fall 2016 can be found here (http://bus.wisc.edu/~media/bus/bba/academics/majors/scm/scmspecializationapp_students-in-wsb-prior-to-fall-2016.pdf?la=en).

Application for students in the School of Business who were admitted fall 2016 or after can be found here (https://wsb.wisc.edu/-/media/programs/certificates/supply-chain-management-undergrad/documents/wisconsin-supply-chain-management-scm-application.pdf).

Pre-Application Requirements:

- Meet with a professional career advisor in the BBA Advising Center for a resume review.
- After your resume has been reviewed, upload the revised copy to Handshake.
- Include the SCM designation on your Handshake profile.
- Complete the application and schedule an appointment with Danielle Zink danielle.zink@wisc.edu for review. Be sure to read the application carefully and complete all portions before scheduling an appointment.

REQUIREMENTS

In addition to the required courses below, 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.

If you are interested in this certificate, more details about the applied learning events and other benefits will be offered upon declaration. Attending these events makes students eligible for certificate benefits including scholarships, global trip, etc.

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>MARKETNG/OTM 421</td>
<td>Fundamentals of Supply Chain Management</td>
<td>3</td>
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<td>3</td>
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<td>3</td>
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<tr>
<td>MARKETNG 425</td>
<td>Marketing Channels</td>
<td>3</td>
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<tr>
<td>MARKETNG/OTM 427</td>
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<td>3</td>
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<tr>
<td>Select ONE of the following three courses:</td>
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<tr>
<td>OTM 351</td>
<td>Principles and Techniques of Quality Management</td>
<td>3</td>
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<tr>
<td>OTM 451</td>
<td>Service Operations Management</td>
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<tr>
<td>OTM 654</td>
<td>Production Planning and Control</td>
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<tr>
<td>Total Credits</td>
<td>18</td>
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REQUIRED COURSES FOR STUDENTS ADMITTED TO THE SCHOOL OF BUSINESS FALL 2016 OR AFTER

A minimum average 2.0 GPA must be earned on all course work applied to meet the requirements of the certificate program. At least 50% of the certificate credits must be earned in residence at UW-Madison as a degree-seeking undergraduate.

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MARKETING/OTM 421 Fundamentals of Supply Chain Management 3
MARKETING/OTM 422 Logistics Management 3
MARKETING/OTM 423 Procurement and Supply Management 3
MARKETING 425 Marketing Channels 3
MARKETING/OTM 427 Enterprise Systems and Supply Chain Management 3
Select ONE of the following three courses:

MARKETING 365 Contemporary Topics (Developing Breakthrough New Products) 3
OTM 365 Contemporary Topics (Operations Analytics) 3
OTM 451 Service Operations Management 3

Total Credits 18

CERTIFICATE COMPLETION REQUIREMENT

This undergraduate certificate must be completed concurrently with the student’s undergraduate degree. Students cannot delay degree completion to complete the certificate.

LEARNING OUTCOMES

1. Develop appropriate supply chain strategies, and will be able to assess the financial, marketing and operational implications of such strategies.
2. By engaging in a wide range of applied activities, students will develop an understanding of how supply chain decisions are made in real-world settings.
3. Identify relevant sources of data, know how to access that data, and will be able to analyze it using both statistical and/or optimization techniques to support supply chain decision making.
4. Identify and assess the opportunities and risks associated with sources of supply and markets for goods.
5. Communicate their ideas and recommendations to individuals in all functional areas within an organization.

ADVISING AND CAREERS

ADVISING

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

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

BBA advisors want students to succeed. 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 ADVISORS

For admitted BBA students, advisors are assigned by academic major. If you have more than one major, you may have more than one assigned advisor. You can find your assigned advisor by logging into your student center and looking on the right hand menu under “Program Advisor.”

For students not yet admitted to the School of Business, we have a team of pre-business advisors available to you.

ACCESSING ADVISING

If you have a quick question, no more than 15 minutes, please utilize our drop-in advising.

You may schedule a 30-minute appointment with an academic and career advisor. Advisors are trained, and have knowledge regarding all ten majors in the BBA, so if your assigned advisor is not available you can be confident to schedule an appointment with any of the BBA advisors.

Pre-business students may also schedule an appointment with a pre-business academic advisor.

If you have a quick yes/no question you may always send an email to your assigned advisor.

For more information on accessing academic advising, please see our academic advising page (https://bus.wisc.edu/current-student-resources/bba/academic-support-resources/academic-advising).

For more information on accessing career advising, please see our career advising page (https://bus.wisc.edu/current-student-resources/bba/careers-internships/career-advising).

CAREERS

Students enrolled in the supply chain management certificate consistently have access to excellent internship opportunities and earn some of the highest salaries at the School of Business. The average full-time salary for members of the graduating class of 2017 with a supply chain management certificate 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
• Amazon
• BP Americas
• Cargill
• Cisco Systems
• Ford
• Georgia-Pacific
• KBX Logistics
• Kimberly-Clark
• Kohler
• Kohl’s Department Stores
• Macy’s
• Milwaukee Tool
• Nestle
• Rockwell Automation
• Target Corporation
• Uline
• Walgreen’s Corporate
• W.W. Grainger

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FACULTY AND STAFF IN SUPPLY CHAIN MANAGEMENT

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