MSC—Marketing and Supply Chain Management

MARKETING AND MSC SUPPLY CHAIN MANAGEMENT

Department of Marketing and Supply Chain Management

The Eli Broad College of Business and The Eli Broad Graduate School of Management

293 Cooperative Education for Business Students
Fall, Spring. 1(1-0) A student may earn a maximum of 3 credits in all enrollments for this course. Interdepartmental with Accounting and Economics and Finance and Hospitality Business and Management. Administered by Marketing and Supply Chain Management. R: Approval of department. Integration of pre-professional educational employment experiences in industry and government with knowledge and processes taught in the student's academic program. Educational employment assignment approved by the department of Marketing and Supply Chain Management.

300 Managerial Marketing
Fall, Spring, Summer. 3(3-0) R: Open only to juniors or seniors in the Eli Broad College of Business. Not open to students in The School of Hospitality Business. SA: ML 300, MTA 300 Not open to students with credit in MSC 327. Analysis and strategic integration of buyer behavior, segmentation, positioning, demand analysis, information, pricing, promotion, channels, product policies, and ethics in consumer, reseller, industrial, and service markets.

302 Consumer and Organizational Buyer Behavior
Fall, Spring, Summer. 3(3-0) P: (MSC 300) R: Open only to juniors or seniors in the Eli Broad College of Business or Food Industry Management major. SA: ML 302, MTA 302 Application of consumer behavior principles to customer satisfaction, market planning, and marketing mix decisions. Ethical, diversity, and international issues.

303 Introduction to Supply Chain Management
Fall, Spring, Summer. 3(3-0) RB: Programs for which MSC 303 is a catalog-listed requirement. R: Open only to juniors or seniors in the Eli Broad College of Business. Not open to students in The School of Hospitality Business. SA: MGT 303, ML 303, MTA 303 Objectives, processes, and functions of supply chain management activities including procurement, manufacturing, and logistics. The role of supply chain processes in creating competitive advantage with respect to quality, flexibility, lead-time, and cost.

305 Supply Chain Management
Fall, Spring, Summer. 4(4-0) P: (MSC 303) RB: Business-Supply Chain Management cognate. R: Open only to juniors or seniors in The Eli Broad College of Business or Apparel Engineering Sciences major. Supply chain operating practices and principles. Strategies for customer service, quality, procurement, manufacturing, logistics, and integrated supply chain management.

310 International and Comparative Dimensions of Business
Fall, Spring, Summer. 3(3-0) R: Open only to juniors or seniors in The Eli Broad College of Business. Not open to students in The School of Hospitality Business. SA: ML 310, MTA 310 International and cross-cultural study of business decisions, enterprises, markets, and institutions. Globalization of industries and firm competitiveness. International business transactions and entry strategies.

313 Personal Selling and Buying Processes
Fall, Spring, Summer. 3(3-0) SA: ML 313 The nature of channel relationships. Buying behavior and sales process. Applications to differing industries and kinds of channel relationships.

317 Quantitative Business Research Methods
Fall, Spring, Summer. 3(3-1) Interdepartmental with Statistics and Probability. Administered by Marketing and Supply Chain Management. R: Open only to juniors or seniors in The Eli Broad College of Business. Not open to students in The School of Hospitality Business. SA: ML 317, MTA 317 Application of statistical techniques, including forecasting, to business decision making. Includes applications of linear regression and correlation, analysis of variance, selected non-parametric tests, time series, and index numbers.

319 Marketing Research
Fall, Spring. 3(3-0) P: (MSC 300 and MSC 317 or concurrently) R: Open only to juniors or seniors in The Eli Broad College of Business. SA: ML 319, MTA 319 Research methods designed to obtain information for marketing decisions. Research design, data collection, and interpretation of information to provide a customer orientation.

327 Introduction to Marketing
Fall, Spring, Summer. 3(3-0) R: Open to juniors or seniors and open to students in the James Madison College or in the Advertising major or in the Agribusiness Management major or in the Agribusiness Management Specialization or in the Apparel and Textile Design major or in the Communication major or in the Computer Science major or in the Construction Management major or in the Economics major or in the Food Industry Management major or in the Food Industry Management Specialization or in the Interdisciplinary Studies in Social Science-Human Resources and Society major or in the Interdisciplinary Studies in Social Science major or in the Journalism major or in the Packaging major or in the Park, Recreation and Tourism Resources major or in the Retailing major or in the Security Management Specialization or in the Technology Systems Management major or in the Telecommunication, Information Studies and Media major. Not open to students with credit in MSC 300. Survey of marketing topics - buyer behavior, segmentation, positioning, demand analysis, information, pricing, promotion, channels, product policies, and ethics in consumer, reseller, industrial, and service markets.

351 Retail Management
Fall, Spring, Summer. 3(3-0) Interdepartmental with Food Industry Management. Administered by Marketing and Supply Chain Management. P: (MSC 300 or MSC 327) R: Open only to juniors or seniors in the Eli Broad College of Business or the Food Industry Management or Merchandising Management major. SA: ML 351, MTA 351 Domestic and international retailing structure, environment, and development. Managerial strategy. Locational, purchasing, organizational, personnel and promotional techniques. Retail budgeting and control. Social and ethical considerations.

355 Entrepreneurship: Strategic Marketing Planning and Launch
Fall, Spring. 3 credits. P: MSC 300 R: Open to undergraduate students in The Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department. Process of planning, starting, and positioning new businesses which link directly to customer requirements. Understanding unmet market opportunity due to competitive gaps or customer needs (realized or not) for both consumer and industrial products and services.

360 Advanced Sales Communication
Fall, Spring. 3(3-0) Interdepartmental with Advertising and Communication. Administered by Communication. P: MSC 313 and (MSC 300 or MSC 327) RB: COM 100 R: Open to undergraduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the College of Communication Arts and Sciences. Need-based selling and leadership role in meeting client needs. Advanced methods of questioning, customer need analysis, negotiation, effective presentations and interpersonal communication relationships with clients. Sales role-playing presentations, business and technical writing, portfolio presentations, and case studies.

371 Procurement and Supply Management
Fall, Spring, Summer. 3(3-0) P: (MSC 303 and MSC 317 or concurrently) R: Open only to juniors or seniors in The Eli Broad College of Business. SA: MGT 401, ML 401, MTA 401, MSC, 401. Strategic issues in procurement and supply management. Purchasing process, procurement cycle, purchasing research, relationships with suppliers, negotiation, and commodity planning. Cost, price, and value analysis.

372 Manufacturing Planning and Control
Fall, Spring, Summer. 3(3-0) P: (MSC 303 and MSC 317 or concurrently) R: Open only to juniors or seniors in The Eli Broad College of Business. SA: MGT 402, ML 402, MTA 402, MSC, 402. Production planning, demand management, master scheduling, materials requirements, and capacity planning. Shop floor control, computer-integrated manufacturing, and just-in-time systems.
373 Logistics and Transportation Management
Fall, Spring. Summer. 3(3-0) P: (MSC 303 and MSC 317 or concurrently) R: Open only to juniors or seniors in The Eli Broad College of Business. SA: ML 442, MTA 442, MSC 442
Microanalysis of logistics and transportation services. Customer service, distribution operations, purchasing, order processing, facility design and operations, carrier selection, transportation costing, and negotiation.

410 Product Innovation and Management
Fall. 3(3-0) P: (MSC 300 and MSC 317) R: Open only to juniors or seniors in The Eli Broad College of Business. SA: ML 410
Analytic, decision-making, and planning concepts and tools available to product managers. New product policy and development, organizational issues, and product modification and deletion.

412 Marketing Technology and E-Commerce
Fall, Spring. 3(3-0) Interdepartmental with Information Technology Management. Administered by Marketing and Supply Chain Management. P: MSC 300 and MSC 317 and ITM 309 RB: Programs in which MSC 412 is a catalog-listed requirement. R: Open only to juniors or seniors in The Eli Broad College of Business. Enabler technologies and their role in creating marketing opportunities, efficiencies, and innovations. Tools, applications, platforms, and infrastructures. Determination of business configurations that foster value creation from enabler technologies.

415 International Marketing Management
Fall, Spring. 3(3-0) P: (MSC 300) and (MSC 310 or EC 340) R: Open only to juniors or seniors in The Eli Broad College of Business. SA: ML 415, MTA 415
Marketing decisions, strategies, and operations of the firm involved in international business. Researching global market opportunities and formulating market entry strategies. Developing and implementing the international marketing program.

420 New Product Design and Development
Spring. 3(3-0) P: (MSC 300 and MSC 317) R: Open only to seniors in The Eli Broad College of Business. Practical training and experiences in design and testing of new products.

430 Food Business Analysis and Strategic Planning (W)
Fall. 3(4-0) Interdepartmental with Food Industry Management. Administered by Food Industry Management. P: (FIM 220) and completion of Tier I writing requirement R: Open only to seniors in The Eli Broad College of Business. SA: ML 439, MTA 439
Principles and techniques of business analysis and strategic planning applied to food firms. Food trend forecasts, market potential, competition and cost analyses, and business and strategic planning.

460 Marketing Strategy (W)
Fall, Spring. Summer. 3(3-0) P: (MSC 302 and MSC 317 and MSC 319) R: Open only to seniors in the Marketing major. SA: ML 460, MTA 460
Identification and analysis of managerial marketing issues. Integration of marketing concepts and theories through case analysis. Ethical and international applications.

470 Supply Chain Application and Policy (W)
Fall, Spring. 2(2-0) P: (MSC 371 and MSC 372 and MSC 373) and completion of Tier I writing requirement. R: Open only to seniors in the Supply Chain Management major. SA: ML 470
Analysis and problem solving of supply chain management cases. Purchasing, manufacturing, logistics, and transportation as an integrated supply chain.

474 Negotiations
Fall, Spring. 2(2-0) Interdepartmental with Management. Administered by Marketing and Supply Chain Management. P: MSC 371 or concurrently R: Open to undergraduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department. Strategic negotiation, negotiation preparation, buyer-supplier relationship assessment, international negotiations, and negotiation simulation.

475 Decision Modeling in Supply Chain
Fall, Spring. 2(2-0) P: MSC 372
Decision modeling in supply chains with emphasis on forecasting, aggregate planning, material requirement planning, inventory management, transportation, supply network design, quality management, and sourcing decisions. Use of advanced spreadsheet modeling tools.

476 Transportation Management
Fall, Spring. 2(2-0) P: MSC 373 R: Open to undergraduate students in the Department of Marketing and Supply Chain Management or approval of department. Current issues and strategies in transportation management and policy. Carrier management problems and opportunities, and economic characteristics of the various modes of transportation.

479 Advanced Topics in Supply Chain Management
Fall, Spring. 2(2-0) P: (MSC 371 or concurrently) and ((MSC 372 or concurrently) and (MSC 373 or concurrently)) Advanced aspects of supply continuity and supply risk, advanced project management, environmental-friendly manufacturing, total quality management, supply chain metrics, electronic markets, relationship management, interfaces with research and development, innovation, and markets. Topics vary.

480 Entrepreneurship Capstone Experience
Fall, Spring. 3(3-0) P: MSC 355 R: Open to undergraduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management and not open to students in the School of Hospitality Business. Entrepreneurship and business development projects. Defining marketing intangibles. Defining scope of work. Engagement management. Preparing deliverables for entrepreneurial firms. Working with entrepreneurs to solve real problems ranging from initial visioning and planning to grow to size.

490 Independent Study
Fall, Spring. Summer. 1 to 3 credits. A student may earn a maximum of 6 credits in all enrollments for this course. R: Open only to juniors or seniors. Approval of department. SA: ML 490, MTA 490
Supervised program of independent library or field research designed to supplement classroom study.

490H Honors Independent Study
Fall, Spring. 1 to 3 credits. A student may earn a maximum of 12 credits in all enrollments for this course. R: Open only to juniors or seniors in the Honors College. Approval of department. SA: ML 490H, MTA 490H
Supervised program of independent library or field research designed to supplement classroom study.

491 Topics in Marketing and Supply Chain Management
Fall, Spring. 3(3-0) A student may earn a maximum of 6 credits in all enrollments for this course. P: (MSC 300 or MSC 303) and MSC 317 R: Open only to juniors or seniors in The Eli Broad College of Business. SA: ML 491, MTA 491
Current issues in specialized marketing, logistics knowledge of marketing, and environmental analysis. Strategy development for control.

800 Supply Chain Management
Spring. 3(3-0) SA: ML 800, MTA 800
Fundamentals of materials and logistics management. Strategic impact of the information process in a global economy. Quality, inventory management, logistics strategy, customer service, international procurement, management of technology.

803 Operations Management Strategy
Spring. 3(3-0) RB: MSC 801 SA: ML 803, MTA 803
Operations management issues including quality, technology, group technology, computer integrated manufacturing, and just-in-time manufacturing.

805 Marketing Management
Spring. 2 to 3 credits. SA: ML 805, MTA 805
Strategic and decision-making aspects of marketing functions. Analysis, coordination, execution of marketing programs. Development of strategies and tactics. Segmentation, marketing mix, market response modeling, and ethics in a global context.

806 Marketing Analysis
Spring. 3(3-0) P: (MBA 820) R: Open only to M.B.A. students or approval of department. SA: ML 806, MTA 806 Analysis of data gathered for strategic and tactical marketing decisions from a variety of sources. Traditional and Internet marketing research methods, statistical analysis software, sales forecasting, data mining techniques, scanner data and analysis, Web site traffic metrics and analysis.

807 Customer-Driven Strategies
Fall. 3(3-0) P: (MBA 820) R: Open only to M.B.A. students or approval of department. SA: ML 807, MTA 807
Theories and models of consumer and business buyer behavior. Research tools that organizations use to listen to the voice of the customer. Use of information in formulating marketing strategies. Market orientation, segmentation, customer value based pricing, personal selling and sales management, branding, customer satisfaction measurement, and developing customer loyalty.

808 Market Creation, Growth, and Domination
Spring. 3(3-0) P: MBA 820 or MSC 805 R: Open to graduate students in the Master of Business Administration in Business Administration or approval of department. Creative, outside-the-box, and theoretical concepts and processes for creating markets, growing markets, and establishing leadership positions in mature markets.
810 Innovating and Launching Products and Services  
Spring. 3(3-0) P: MSC 805 or MBA 820 R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Department of Marketing and Supply Chain Management or approval of department. New product and service management for competitive-intensive firms. Creating new product and services ideas using voice of customer as well as creative-inventive paradigms. Managing cross-functional teams. Developing and implementing innovation strategies. New product development regimes, service architecture approaches and launch strategies. Decision making in the context of innovation.

811 Brand Strategy  
Fall. 3(3-0) P: MBA 820 R: Open only to M.B.A. students or approval of department. SA: ML 811, MTA 811  
Competitive brand development strategy, marketing analysis, and marketing planning. Simulating marketing and product decisions in globally competitive market environments. Development and execution of marketing and branding strategy and plans for a high technology firm.

814 Decision Support Systems in Business  
Fall. 3(3-0) Interdepartmental with Information Technology. Administered by Information Technology Management. P: MBA 623 or ITM 309  
Computer-based managerial decision support systems (DSS). Basic system architectures for DSS. Individual and group systems. Data-driven and intelligence (model) driven systems. Project analysis of a globally distributed system.

815 Emerging Topics in Supply Management  
Spring. 1 to 12 credits. RB: MSC 870 R: Open to masters students in the Supply Chain Management major. Perspectives on new and emerging issues of supply management. Topics vary.

816 Emerging Topics in Operations Management  
Spring. 1 to 12 credits. A student may earn a maximum of 12 credits in all enrollments for this course. P: MSC 870 R: Open to masters students in the Supply Chain Management major. Perspectives on new and emerging issues in operations management. Topics vary.

817 Emerging Topics in Logistics Management  
Spring. 1 to 12 credits. A student may earn a maximum of 12 credits in all enrollments for this course. P: MSC 870 R: Open to masters students in the Supply Chain Management major. Perspectives on new and emerging issues in logistics management. Topics vary.

825 Supply Management Tools  
Spring. 1(1-0) P: MBA 821 R: Open only to M.B.A. students or approval of department. C: MSC 826 concurrently or MSC 827 concurrently. Analytical tools to support procurement strategy development and supplier management. Spend analysis, supplier cost and price analysis, "should cost" models, cost analysis for make-versus-buy decisions.

826 Manufacturing Design and Analysis  
Spring. 1(1-0) P: MBA 821 R: Open only to M.B.A. students or approval of department. C: MSC 825 concurrently or MSC 827 concurrently. Designing and analyzing operations processes. Capacity planning and management, process flow and mapping, value-mapping, quality tools and techniques, dependent demand inventory techniques. Recent developments and data.

827 Competing Through Supply Chain Logistics  
Spring. 1(1-0) P: MBA 821 R: Open only to M.B.A. students or approval of department. C: MSC 825 concurrently or MSC 826 concurrently. Logistics as a value-adding process that synchronizes demand and supply. Supply chain logistics strategy, information technology, segmental positioning, forecasting, and collaborative planning, and customer accommodation.

833 Decision Support Models  
Fall. 3(3-0) SA: MGT 833  
Analytical models to support decision making. Topics include multiple regression, linear optimization, decisions under uncertainty, and forecasting.

835 Supply Chain Management II  
Spring, Summer. 3(3-0) P: MSC 870 R: Open to masters students in the Supply Chain Management major. Review of customer supply chain expectations and the processes used to fulfill them.

842 Total Quality Management  
Fall. 3(3-0) RB: MSC 800  
Total quality management principles and practices, tools and techniques, implementation of continuous quality improvement programs, links to manufacturing and competitive strategies.

843 Environmentally Conscious Manufacturing  
Spring. 3(3-0) RB: MSC 801 and MSC 833 Elements of the environmentally responsible enterprise, with an emphasis on legal and regulatory trends, assessment measures and audits, tools and procedures, supply chain management, and frameworks. Corporate environmental responsibility as linked to product and process design.

848 Analysis of Supply Markets and Suppliers  
Spring. 2(2-0) P: MSC 870 R: Open to graduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Department of Marketing and Supply Chain Management or in the Supply Chain Management major. Approval of department. Methods for supply market analysis to support sourcing strategy development, contract negotiations and cost management initiatives. Analysis of supply market conditions and structure. Buyer and supplier power. Supply risk. Benchmarking. Value analysis and value engineering.

852 Procurement and Sourcing Strategy  
Fall. 2(2-0) P: MBA 821 RB: MSC 825 and MSC 826 and MSC 827 R: Open only to M.B.A. students or approval of department. Developing and implementing procurement strategy. Competitive strategy, insourcing and outsourcing strategy. Supplier evaluation and selection, supplier relationship management and supplier development. Strategic cost management, global sourcing, negotiation, contract management, and purchasing ethics.

853 Operations Strategy  
Fall. 2(2-0) P: MBA 821 RB: MSC 825 and MSC 826 and MSC 827 R: Open only to M.B.A. students or approval of department. Developing and implementing operations strategy. Matching of competitive priorities with operational investments and decisions. Manufacturing process choice, capability development, technology management, process simulation, linking supply chain with product type and inventory management decisions. Recent developments such as synchronized flow management, E-commerce, and advanced performance measurement.

854 Integrated Logistics Systems  
Fall. 2(2-0) P: MBA 821 RB: MSC 825 and MSC 826 and MSC 827 R: Open only to M.B.A. students or approval of department. Logistics systems and operations that achieve synchronized demand and supply. Transportation, inventory analysis, warehousing, materials handling, and logistics network design. Integrated performance measurement and organizational structure.

855 Supply Chain Management Technology and Application  
Spring. 3(3-0) P: MSC 852 and MSC 853 and MSC 854 R: Open only to students in the Supply Chain Management concentration in the MBA program. Integration of logistics, procurement, and operations strategy in the supply chain. Problem solving approaches, decision support tools, and analytical methods. Applications through case studies and computer simulations of supply chain situations in consumer and industrial settings.

856 Consulting Practicum For Emerging Firms  
Fall, Spring. 3(1-6)  
Classroom and field experience on business consulting, defining marketing intangibles, defining scope of work, engagement management, and preparing deliverables for entrepreneurial firms. Topics include small business market research tools, marketing planning, financial management and growth management.

858 Corporate Entrepreneurship  
Fall, Spring. 3(3-0) R: Open to MBA students in the Department of Marketing and Supply Chain Management or approval of department. New venture strategies within corporate business environment. Market and analysis and planning. Product development, sales force deployment, and advertising and promotion strategy. Funding, and asset utilization and deployment. Exit and spin-off strategies. Employ team-based, non-traditional, and experiential learning methods.

859 Venture Management Practicum  
Spring. 3(1-4)  
Application of the principles and tools of market assessment, venture development, and management in venture startup or venture growth situations.

860 International Business  
Fall, Spring. 3(3-0) SA: ML 860, MTA 860  
Management of the firm in the multinational environment. Assessment of international modes of operations, markets, financial strategies, services, and resources. Competitive strategy.
861 Marketing Distribution Strategy and Analysis
Spring. 3(3-0) P: MSC 805 and MSC 800
Design, management, and integration of market distribution channel structure. Interrelationships between marketing channel structure and logistics distribution structure. Design, implementation, and analysis to achieve effective and efficient marketing channels and logistics operations.

862 Developing Global Markets
Fall. 3(3-0) P: MBA 820 or MSC 805 R: Open only to M.B.A. students or approval of department. SA: ML 862, MTA 862

863 Negotiations

865 Emerging Topics in Business
Spring. 3(3-0) RB: MBA 820 or MSC 805 SA: ML 865, MTA 865
Perspectives on new and emerging issues of business administration. Topics vary.

870 Introduction to Supply Chain Management I
Spring, Summer. 3(3-0) R: Open to masters students in the Supply Chain Management major. Integrated view of procurement, operations, and logistics management. Management of the flow of products from raw material sourcing and acquisition through delivery to the final customer.

871 Applied Data Analysis
Summer. 3(3-0) R: Open to masters students in the Supply Chain Management major. Quantitative and statistical methods for decision making. Hypothesis testing, regression and correlation analysis, forecasting, linear programming, decision analysis, and project management.

872 Distribution Fulfillment
Summer. 2(2-0) P: MSC 870 R: Open to masters students in the Supply Chain Management major. Management of the firm's value-creation process from product development through order receipt and delivery to consumer. Alternative approaches to developing customer value and the role of the demand and supply chain in providing it.

874 Total Quality Management and Lean Enterprise
Summer. 3(3-0) P: MSC 870 R: Open to masters students in the Supply Chain Management major. Total quality management and lean enterprise principles, practices, and techniques. Implementation of quality and lean enterprise improvement programs. Relationship to manufacturing and competitive strategies.

875 Manufacturing Planning and Control
Summer. 2(2-0) P: MSC 870 R: Open to masters students in the Supply Chain Management major. Planning and control functions required to match supply and demand in a manufacturing firm. Tools and methods for planning production and the resources and capacity needed to support production. Role of information and information systems in planning and control. Coordination of plans across organizations supply chain.

876 Logistics Operations Methods and Systems
Summer. 2(2-0) P: MSC 872 or MSC 835 R: Open to masters students in the Supply Chain Management major. Micro-analysis of logistics and transportation services including customer service and order fulfillment, distribution operations, purchasing or operation of transportation services, third-party logistics providers, and network design.

877 Supply Chain Management Information Technology
Summer. 2(2-0) P: MSC 872 and MSC 875 and MSC 886 R: Open to masters students in the Supply Chain Management major. Role of information technology in supply chain management, planning, and operations. Requirements, capabilities, and considerations for using information technology applications in supply chain management.

878 Logistics Systems Analysis
Summer. 2(2-0) P: MSC 870 R: Open to masters students in the Supply Chain Management major. Process of solving logistics problems. Applications of analysis tools and techniques to identify benefits and costs of logistics change.

879 Supply Chain Management-Strategy and Applications
Summer. 3(3-0) P: MSC 870 RB: 15 credits in MS Supply Chain Management R: Open to masters students in the Supply Chain Management major. Analysis and solution of supply chain management cases and simulations. Teamwork, communication, and job skills. Situations involving purchasing, manufacturing, logistics and transportation as an integrated supply chain.

881 Global Supply Chain Management
Fall. 3(3-0) P: MSC 870 R: Open to masters students in the Supply Chain Management major. Requirements for global operations and strategy development. Similarities and differences of international and domestic supply chain operations.

882 Supply Chain Management Field Study
Fall. 6 credits. P: MSC 879 RB: Completion of 24 credits of Master of Science in Supply Chain Management program. R: Open to masters students in the Supply Chain Management major. Practical application of course material to a problem or situation in the student's organization.

883 Technology and Product Innovation Management
Summer. 2(2-0) P: MSC 874 R: Open to masters students in the Supply Chain Management major. Management of technology and product development for high technology firms. Creating new product ideas, designing high technology products, managing cross-functional teams, developing and implementing marketing plans, interpreting market data, sales forecasting for new products, testing new products, assessing competitive dynamics, and coping with uncertain environmental forces.

884 Marketing Management
Summer. 2(2-0) R: Open to masters students in the Supply Chain Management major. Strategic and decision-making aspects of marketing functions. Analysis, coordination, execution of marketing programs. Development of strategies and tactics. Segmentation, marketing mix, market response modeling, and ethics in a global context.

886 Strategic Sourcing
Summer. 2(2-0) P: MSC 870 R: Open to masters students in the Supply Chain Management major. Fundamentals of strategic sourcing and supply chain management. Integration and coordination of product innovation, sourcing, manufacturing, distribution, and logistics for global competitiveness.

888 Capstone Project in Manufacturing
Fall, Spring, Summer. 3(1-6) Interdepartmental with Engineering. Administered by Marketing and Supply Chain Management. R: Open only to seniors in the Manufacturing Engineering major or to students in the Manufacturing and Engineering Management major. Problem solving in manufacturing. Design of products and processes for manufacturing using a systems approach. Teamwork and communication skills are emphasized.

890 Independent Study
Fall, Summer. 1 to 3 credits. A student may earn a maximum of 6 credits in all enrollments for this course. R: Approval of department. SA: ML 890, MTA 890 Faculty-supervised independent study.

893 Operations Strategy
Summer. 2(2-0) P: MSC 870 R: Open to masters students in the Supply Chain Management major. Manufacturing strategy as a competitive weapon. Link between manufacturing strategy and corporate strategy. Alignment of manufacturing strategy with corporate strategy, and structural and infrastructural decisions. Development and deployment of global manufacturing strategy. Adaptation of strategy to position the competitive capabilities of the firm appropriately.

894 Supply Chain Inventory Management
Spring. 3(3-0) P: MSC 635 R: Open to masters students in the Supply Chain Management major. Inventory management concepts and technologies. Development of forecasting, demand planning, inventory policy, and inventory modeling skills.