Course Description
TRA1154 | Introduction to Supply Chain Management | 3.00 credits
This course is an introduction to the concepts, principles and techniques in the field of supply chain management (SCM) with particular emphasis on the economic significance of distribution to business and the U.S. economy. Students will learn the interrelationship between logistics and other areas of business, noting how the SCM pipeline can significantly impact customer loyalty by adding value.

Course Competencies:
Competency 1: The student will demonstrate an understanding of supply planning by:
1. Explaining and summarizing essential Customer Relationship Management (CRM) concepts and their applications to business success
2. Analyzing the concept of order cycle time by preparing mock schedules that correspond to inventory cycle models
3. Identifying the importance of logistic performance on customer service in generating revenue through written case analyses and company reviews

Competency 2: The student will demonstrate knowledge of supply chain management by:
1. Explaining and interpreting what the supply chain management process entails
2. Illustrating the relationship between a business and the scope of the domestic and global transportation systems
3. Creating models through the use of simulation software
4. Describing various services in the transportation industry and how these services are coordinated to get products to the consumer in a timely fashion

Competency 3: The student will be able to describe and discuss the use of information technology applications in the supply chain management process by:
1. Analyzing the various types of business software application tools and selecting the appropriate tool for use in the supply chain process
2. Utilizing various internet services and sources to understand the economic impact of the supply chain on various businesses
3. Analyzing data from various sources and using software to create reports that inform businesses of various supply chain processes

Learning Outcomes:
- Use quantitative analytical skills to evaluate and process numerical data
- Formulate strategies to locate, evaluate, and apply information
- Use computer and emerging technologies effectively