



Supply Chain Management Electives

GBUS 450. Strategic Supply Management (3) (Required Course)

A survey course designed to introduce the MBA/MSE student to the vital role played by supply management in achieving overall effectiveness for the firm in today's global economy. The course starts by examining the traditional purchasing process and then moves on to an examination of the evolution of purchasing into supply management and, finally, to the role purchasing plays in improving effectiveness of the entire value chain. Course consists of lectures, discussion and case analysis.

GBUS 453. Transportation and Logistics Management(3)(Required Course)

The control of physical distribution and inventories; the flow of information, products and cash through the integrated supply chain.

GBUS 447. Negotiation (3 credits)

The class examines the behavioral foundations of the negotiation process. Topics include: The negotiation process, negotiation planning, power in negotiations, communications in negotiations, tactics, concepts of win-win and win-lose, social styles, individual and team negotiations, ethical considerations, cultural differences, negotiating in sole source (customer) situations, using third parties. The concepts will be exposed through both lectures and simulations.

GBUS 455. E-Business Enterprise Applications (3)

Implications of key information technologies used within and across businesses to conduct e-business, including customer relationship management, enterprise resource planning, on-line ordering and inventory management, supply chain management, and e-procurement systems, data warehousing, data mining, intra-extranets, and knowledge management. Prerequisite: MBA 403.

GBUS 459. Survey of Project Management (3)

Provides an overview of the project management framework and knowledge areas. It deals with the day-to-day, hands-on problems of managing a project (defined as a temporary structure within a permanent organization, set up to achieve a specific objective). Areas covered will include: project integration, project scope, project planning and implementation, project control and evaluation, project cost and risk management, project resource management and organization, and project communication. Cases will be used to illustrate problems and the techniques to solve them. A basic project management software tool will be introduced and utilized in this course. This course is designed for MBA students who want a general exposure to project management concepts. This course may not be used in the Project Management Certificate Program.

GBUS 464. Business-to-Business Marketing (3)

This course focuses on marketing strategies and tactics in firms whose customers are other institutions, not individuals. Topics covered include organizational buying behavior, managing strategic buyer-seller relationships, sales force deployment, communication strategies, and so on. Specific attention is given to the impact of information technology and globalization in the business-to-business context.

GBUS 492 Field project

The following 3 MSE courses are offered through PC Rossin College of Engineering and Applied science

MSE 446 - International Supply Chain Management Financial and managerial issues pertaining to the management of an international supply chain. How companies are evaluated in capital markets, supplier evaluation, selection, development and management; quality issues, financial analysis of supply chain, business models for manufacturing, activity based management, team based new product development, internal control and risk assessment. Selected readings, case studies, discussions, lectures.

MSE 438 - Agile Organizations and Manufacturing Systems

Analysis of the factors contributing to the prosperity and success of manufacturing enterprises. Need for agility, flexibility and responsiveness so as to generate products and services offering 'customer delight' in an environment of fierce global competition and pervasive change. Influence of business, economic, engineering, social and technological forces on the manufacturing enterprise, the development of appropriate strategies for survival and growth. (Offered via satellite to remote locations)

MSE 401 (MSE 423) - Integrated Product Development (MSE 423 Product Design/Analysis)

An integrated and interdisciplinary approach to engineering design, concurrent engineering, design for manufacturing, industrial design and business of product development. Topics include design methods, philosophy and practice, the role of modeling and simulation, decision making, risk, cost, materials and manufacturing process selection, platform and modular design, mass customization, quality, planning and scheduling, business issues, teamwork, group dynamics, creativity and innovation. The course uses case studies and team projects with geographically dispersed team members.

ECO 402. Managerial Economics (3)

Application of economic and statistical analysis to managerial decision-making. Business and economics forecasting. Empirical estimation of demand, production and cost functions. Resource allocations and pricing strategies in various market structures. Decisions under risk and uncertainty. Government regulations of business. Cases. Prerequisite: Calculus and ECO 401 or equivalent ECO 411. History of Economic Thought (3) Selected topics in the history of economic thought, with special attention to the origins of modern economic theory. Prerequisite: a graduate course in economic theory.