Supply Chain Management

The Smeal Supply Chain Concentration is one of the most highly touted concentrations in the program. AMR recently ranked the program #1 among schools offering SCM programs.

The Council of Supply Chain Management Professionals (CSCMP) defines this discipline as: “Supply Chain Management encompasses the planning and management of all activities involved in sourcing and procurement, conversion, and all logistics management activities. Importantly, it also includes coordination and collaboration with channel partners, which can be suppliers, intermediaries, third-party service providers, and customers. In essence, supply chain management integrates supply and demand management within and across companies. Supply Chain Management is an integrating function with primary responsibility for linking major business functions and business processes within and across companies into a cohesive and high-performing business model. It includes all of the logistics management activities noted above, as well as manufacturing operations, and it drives coordination of processes and activities with and across marketing, sales, product design, finance and information technology.”

Within the concentration, students build on the fundamentals established in the introductory course. Students learn how to assess the entire supply chain, including forecasting and model development. In short, Smealers learn how to get the right things to the right places at the right time!

Where can you expect to work?

Corporate Discipline

The supply chain is often the lifeblood of a company and the MBA serves as the logical link between the technicians and the business side of the organization. The numerous roles for the MBA graduate are primarily categorized as Procurement, Manufacturing Optimization, and Distribution Logistics.
Within the procurement discipline, MBA’s work on the challenge of managing purchased material, which is the largest expense for most organizations. Demand forecasting, sourcing materials from suppliers, and product development are a few examples of the responsibilities.

Manufacturing optimization roles focus on manufacturing management. Financial analysis tools are used for facility management, equipment investment analysis, cost reduction evaluations, and product quality.

Finally, a distribution logistics position gets into the design of networks and creating the channels needed to support the business.

What can you expect to do?

Job Titles and Roles

The job titles and roles may vary depending on the company; however, below is a sampling of job titles and programs where our graduates have been placed in the past:

- Supply Chain Analyst
- Supply Chain Planner
- Logistics Consultant
- Strategic Planner
- Purchasing Development Program
- Global Transportation Analyst

![Supply Chain Concentration Graduate Job Function Placement ('07 - '09)](chart.png)

Rohit Gurdu, Class of 2009

The Supply Chain course material has added great value to my skill set which I apply to my work at Apple. I am involved in commodity management for service parts within Apple’s reverse supply chain operations. Concepts on negotiation theory and strategic sourcing have helped me successfully implement procurement strategies and contracts for multi-tier supply chains. Strategic negotiation games played in the class have helped me face real life negotiations and approach them with a framework to bring out a win-win proposition. I frequently use analytical tools such as sensitivity analysis to chart out the impact of a wide range of business scenarios. Every class taken at Smeal has helped me develop a big picture approach and to understand the strategic impact of supply chain within my organization.
CORPORATE PARTNERS AND RECRUITERS

Including but not limited to:

- Apple, Inc.
- Air Products and Chemicals, Inc.
- Amazon
- Arkema, Inc.
- Bank of America
- Bechtel
- Becton, Dickinson and Company
- Boeing Company
- Bristol-Myers Squibb
- Church & Dwight
- Civilian Logistics Career
- Con-Way Freight
- Cummins, Inc.
- CVS Caremark
- Danaher Corporation
- Defense Energy Support Center
- Dell, Inc.
- Digital Tempus
- Electronic Data Systems
- Ernst & Young
- Exel
- ExxonMobil
- First Quality
- FMC Corporation
- Frito Lay
- Gap
- Genco
- Gemini Pharmaceuticals, Inc.
- Georgia-Pacific
- Hershey Company
- Honeywell
- The Hub Group
- I2 Technologies, Inc.
- IBM
- Ingram Micro
- JB Hunt
- JC Penney
- Johnson & Johnson
- Kimberly-Clark
- Kohler Co.
- Kohl’s
- Kraft Foods
- Lockheed Martin
- Logistics & Readiness Center, Army Team C4ISR
- Lutron Electronics
- MarketRx
- Mars Snackfoods
- McCormick & Company
- Motorola
- MWV - MeadWestvaco
- Nokia
- Novartis Pharmaceuticals
- Pfizer, Inc.
- Pittsburgh Logistics Systems
- Proctor & Gamble
- Poolcorp
- Reckitt Benckiser
- Sanofi Pasteur
- SAP Americas
- Sears Holdings Corporation
- Toys “R” Us, Inc.
- Unilever
- United States Postal Service
- VWR International
- Wal-mart Stores, Inc.

VAST RESOURCES. PERSONAL FOCUS

http://mbastudents.smeal.psu.edu
Primary Course Electives

Primary list of courses (3 courses/6 credits must be taken from primary list; remaining 2 courses/4 credits can be taken from primary or secondary list)

<table>
<thead>
<tr>
<th>Course No.</th>
<th>Course Title</th>
<th>Mod Offered</th>
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<tbody>
<tr>
<td>SCM 566</td>
<td>Demand Fulfillment</td>
<td>Mod 4</td>
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<tr>
<td>SCM 556</td>
<td>Manufacturing Strategy</td>
<td>Mod 5</td>
</tr>
<tr>
<td>SCM 546</td>
<td>Strategic Procurement</td>
<td>Mod 6</td>
</tr>
<tr>
<td>SCM 570</td>
<td>Supply Chain Modeling</td>
<td>Mod 7</td>
</tr>
<tr>
<td>SCM 540</td>
<td>Transportation in Supply Chains</td>
<td>Mod 7</td>
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<td>SCM 576</td>
<td>Logistics and Supply Chain Leadership</td>
<td>Mod 8</td>
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Prerequisites:
None

Secondary Courses Electives

Secondary list of courses (remaining 2 courses/4 credits from secondary or primary list)

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<tr>
<th>Course No.</th>
<th>Course Title</th>
<th>Mod Offered</th>
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<tbody>
<tr>
<td>MKTG 533</td>
<td>B2B Marketing</td>
<td>Mod 5</td>
</tr>
<tr>
<td>MKTG 542</td>
<td>New Product Development</td>
<td>Mod 6</td>
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<tr>
<td>INS 575</td>
<td>Risk Management</td>
<td>Mod 7</td>
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</tbody>
</table>

Prerequisites:
For MKTG 533: MKTG 521

**Courses and requirements are subject to change**