

# Minnesota State University Moorhead

## MKTG 419: Supply Chain Management

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: \*.\*

Prerequisites:

This course requires the following prerequisite  
MGMT 380 - Operations Management

Corequisites: None

MnTC Goals: None

This course will analyze the supply chain from the point of view of a manager. The goal is to understand how logistical decisions impact the performance of the firm as well as the entire supply chain. The key will be to understand the link between supply chain structures and logistical capabilities in a firm or supply chain. Topics will be covered at the strategic level, planning level as well as the operational level. There will be a mix of qualities and quantitative analysis. Same as MGMT 419.

**B. COURSE EFFECTIVE DATES:** 03/01/2006 - Present

### C. OUTLINE OF MAJOR CONTENT AREAS

1. Introduction of Supply Chain
2. Supply Chain Performance
3. Supply Chain Drivers
4. Designing Distribution Networks and Applications to e-Business
5. Network Design in the Supply Chain
6. Demand Forecasting in a Supply Chain
7. Aggregate Planning in a Supply Chain
8. Inventory Management in a Supply Chain
9. Transportation in a Supply Chain
10. Information Technology in a Supply Chain
11. Coordination in a Supply Chain

**D. LEARNING OUTCOMES (General)**

1. Describe supply chain stages, decision phases and processes
2. Describe supply chain strategy, strategic fit and the impact on supply chain performance.
3. Describe supply chain drivers of supply chain performance
4. Evaluate distribution network designs and applications to e-Business
5. Analyze network design decisions
6. Formulate, solve and interpret mathematical models for designing a supply chain
7. Forecast demand in a supply chain
8. Describe aggregate planning.
9. Formulate, solve and interpret models for aggregate planning problems
10. Determine inventory decisions in a supply chain.
11. Describe transportation design options and tradeoff decisions
12. Describe information technology in a supply chain
13. Describe coordination in a supply chain.

**E. Minnesota Transfer Curriculum Goal Area(s) and Competencies**

None

**F. LEARNER OUTCOMES ASSESSMENT**

As noted on course syllabus

**G. SPECIAL INFORMATION**

None noted