OPRE 6378 - Supply Chain Strategy

OPRE 6378 Supply Chain Strategy (3 semester credit hours) The success of a product (and a firm) in today's global marketplace depends on activities of firms in the product's supply chain. Students will learn how to develop strategies to create value through supply chain design, how to better structure a company's global operations strategy, how to develop guidelines for making strategic sourcing and make-buy decisions, how to deploy operations for successful turnarounds, and how to effectively use information technology to synchronize and manage global supply chains. Case studies will cover recent trends in supply chain strategy and key competencies required to be successful in a global marketplace. (3-0) Y