

SUPPLY CHAIN LOGISTICS MANAGEMENT

Mission Statement

The mission of the College of Business is to provide a high quality, student-oriented, educational experience to baccalaureate and master's degree business students primarily from the Northwest Florida region. With a focused priority on teaching excellence, supported by scholarship and service, the College of Business prepares students for success in business and society and contributes to the advancement of the educational and economic development of Northwest Florida.

Student Learning Outcomes

UWF Supply Chain Logistics Management graduates should be able to do the following:

Content

- Correctly use terminology and concepts in the major areas of business: Information Technology; Management; Accounting; Marketing; Economics; Finance
- Create, develop, and evaluate theory-driven, data-based, and ethical supply chain logistics management strategy appropriate for a given environment.

Critical Thinking

- Identify and analyze key elements that comprise business problems/ opportunities
- Select and apply appropriate discipline frameworks to address business problems/opportunities
- Select and apply appropriate problem-solving techniques to business problems
- Integrate knowledge across business disciplines to formulate defensible strategic business decisions.

Communication

- Create and deliver effective oral presentations
- Develop effective written presentations
- Contribute effectively to group discussions.

Integrity/Values

- Recognize legal and ethical problems that occur in business contexts.
- Select and defend an appropriate ethical and legal course of action.

Assessment of Student Learning Outcomes

In the Supply Chain Logistics Management major, you will demonstrate specific knowledge and skills through quizzes, examinations, business case analysis, projects, and other assignments throughout the undergraduate program. For example, in the core BSBA course Policy Analysis & Formulation, you will be given an opportunity to demonstrate your academic accomplishments in a standard format through the production of a substantial case analysis. In the Supply Chain Logistics Management specialization course Supply Chain Logistics Strategy, you will have the opportunity to showcase your academic accomplishments through the identification and discussion of strategic issues in strategic logistics and supply chain management, the construction of a fundamental supply chain logistics plan for an organization, and the participation in discussions involving the use of logistics and supply chain management analysis tools with the purpose of providing alternative strategic directions for a firm's supply chain logistics efforts. In most courses, you will have quizzes, written and oral assignments, and examinations on the knowledge and skills covered in the respective course.

Job Prospects for Supply Chain Logistics Management Graduates

A career in supply chain logistics management, no matter which of the dozens of specialty paths you choose to pursue, is at its heart a career in establishing and managing close relationships between organizations and its customers and suppliers. Some of the fields that offer excellent prospects for graduates in supply chain logistics management include:

Logistics and Transportation Operations
Warehousing and Terminal Management
Logistics Information Technologies
Logistics Sales and Brokerage
Carrier and Fleet Management

Supply Chain and Logistics Planning
Purchasing and Supply Management
Global Logistics Planning and Management
Inventory Management
Customer Service and Order Management

Find Out More about Supply Chain Logistics Management:

www.uwf.edu/market