

# GB 320: Essentials of Supply Chain Management

This survey course provides an understanding of scope of supply chain management. Topics include strategic and tactical issues in supply chain management. Emphasis will be placed upon understanding of managerial issues related to customer relationship management, operations management, and procurement management.

GB 320 may not be used as a 300+ business elective.

Students may take either GB 320 or Mktg 372, but not both for credit toward a degree.

### 3 Credits

### **Prerequisites**

• Pre-requisite: Completion of 54 hours.

# Instruction Type(s)

- Lecture: Lecture for GB 320
- Lecture: Compressed Video for GB 320
- Lecture: Web-based Lecture for GB 320
- Lecture: Online Program for GB 320

## **Subject Areas**

Logistics, Materials, and Supply Chain Management

## **Related Areas**

- Business Administration and Management, General
- Business/Managerial Operations, Other
- Operations Management and Supervision
- Project Management

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

