

Mktg 372: Intro. to Operations & Supply Chain Mgmt Marketing, Analytics & Prof Sales

This survey course provides an understanding of scope of operations management and its environment - value chains. Topics include structural (e.g., capacity, facility, technical, and logistical & supply chain), and infrastructural (e.g., workforce, production planning, materials control, performance measures, and organization renewal and improvement) issues in operations of an organization. Students will draw upon prior knowledge of statistics. Particular emphasis will be placed upon applying analytical tools and frameworks to improve business processes that cross internal functional and cross organizational boundaries.

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

3 Credits

Prerequisites

- Pre-Requisite: 24 Earned Hours
- Bus 230 or Econ 230

Instruction Type(s)

- Lecture: Lecture for Mktg 372
- Lecture: Compressed Video for Mktg 372
- Lecture: Web-based Lecture for Mktg 372

Course Fee(s) Business 1

• \$30.00

Online, Internet, or Web-based

Students may be required to pay additional fees to an outside vendor for identity verification prior to a proctored assessment.

• \$100.00 per 3 Semester Credit Hours

Subject Areas

• Operations Management and Supervision

Related Areas

- Business Administration and Management, General
- Business/Managerial Operations, Other
- Logistics, Materials, and Supply Chain Management
- 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.

