

## **GB 320: Essentials of Supply Chain Management 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](#)

