

# MKTG 188: SUPPLY CHAIN ANALYTICS

## In Workflow

1. CBA College Committee Chair (jlee@csus.edu)
2. CBA Dean (mikhaili@csus.edu)
3. Academic Services (curriculum@csus.edu)
4. Senate Curriculum Subcommittee Chair (curriculum@csus.edu)
5. Dean of Undergraduate (gardner@csus.edu)
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7. Catalog Editor (catalog@csus.edu)
8. Registrar's Office (k.mcfarland@csus.edu)
9. PeopleSoft (PeopleSoft@csus.edu)

## Approval Path

1. Mon, 08 May 2023 17:12:46 GMT  
Jai Joon Lee (jlee): Approved for CBA College Committee Chair
2. Mon, 08 May 2023 17:24:08 GMT  
Andrey Mikhailitchenko (mikhaili): Approved for CBA Dean

Date Submitted: Thu, 08 Dec 2022 20:21:47 GMT

**Viewing: MKTG 188 : Supply Chain Analytics**

**Last edit: Thu, 08 Dec 2022 20:21:45 GMT**

Changes proposed by: Yuan Ye (220287627)

**Contact(s):**

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**Catalog Title:**

Supply Chain Analytics

**Class Schedule Title:**

Supply Chain Analytics

**Academic Group: (College)**

CBA - Business

**Academic Organization: (Department)**

Marketing and Supply Chain Management

**Will this course be offered through the College of Continuing Education (CCE)?**

No

**Catalog Year Effective:**

Fall 2023 (2023/2024 Catalog)

**Subject Area: (prefix)**

MKTG - Marketing

**Catalog Number: (course number)**

188

**Course ID: (For administrative use only.)**

149246

**Units:**

3

**Is the only purpose of this change to update the term typically offered or the enforcement of existing requisites at registration?**

No

**In what term(s) will this course typically be offered?**

Fall, Spring

**Does this course require a room for its final exam?**

Yes, final exam requires a room

**This course complies with the credit hour policy:**

Yes

**Justification for course proposal:**

MKTG 188, Supply Chain Modeling & Analysis, is one of our supply chain electives in the catalog offered to our students. Given the rapid development of supply chain analytics and the increasing focus of business schools in providing courses related to these topics, this proposal is for revising the course title and content of MKTG 188. First, the proposed new title is more appropriate to reflect the actual content of this course since the focus is to introduce analytical and modeling tools for problem-solving and improvement in supply chain settings. Second, the updated course content will incorporate recent models, problems, and methodologies related to supply chain analytics. This revision will enable interest among our faculty in offering course content that aligns the currency and relevancy of our curriculum to the ever-changing supply chain landscape. This revision will help our students seeking employment in the analytics arena and those who want to broaden their analytic skills and knowledge in supply chain management.

**Course Description: (Not to exceed 80 words and language should conform to catalog copy.)**

This course is designed to help students master the analytical tools and techniques that are useful in designing and managing supply chains. This course provides a problem-driven approach to learning about essential optimization methodologies and programming skills to support decision-making in supply chain systems.

**Are one or more field trips required with this course?**

No

**Fee Course?**

No

**Is this course designated as Service Learning?**

No

**Is this course designated as Curricular Community Engaged Learning?**

No

**Does this course require safety training?**

No

**Does this course require personal protective equipment (PPE)?**

No

**Does this course have prerequisites?**

Yes

**Prerequisite:**

OPM 101.

**Prerequisites Enforced at Registration?**

Yes

**Does this course have corequisites?**

No

**Graded:**

Letter

**Approval required for enrollment?**

No Approval Required

**Course Component(s) and Classification(s):**

Seminar

**Seminar Classification**

CS#02 - Lecture/Discussion (K-factor=1WTU per unit)

**Seminar Units**

3

**Is this a paired course?**

No

**Is this course crosslisted?**

No

**Can this course be repeated for credit?**

No

**Can the course be taken for credit more than once during the same term?**

No

**Description of the Expected Learning Outcomes and Assessment Strategies:**

List the Expected Learning Outcomes and their accompanying Assessment Strategies (e.g., portfolios, examinations, performances, pre-and post-tests, conferences with students, student papers). Click the plus sign to add a new row.

	Expected Learning Outcome	Assessment Strategies
1	Identify the benefits and practical business use of supply chain analytics.	1) Discussions 2) Quizzes/Exams 3) Homework
2	Demonstrate an enriched understanding of supply chain models and strategies covered in foundation courses.	1) Discussions 2) Quizzes/Exams 3) Homework
3	Interpret and analyze supply chain problems and communicate solutions in a data-intensive environment.	1) Projects 2) Presentation 3) Exams
4	Generate innovative and effective solutions for problem-solving and decision-making by using spreadsheet-based or analytical software in supply chain management.	1) Case Studies 2) Projects

**Is this course required in a degree program (major, minor, graduate degree, certificate?)**

No

**Does the proposed change or addition cause a significant increase in the use of College or University resources (lab room, computer)?**

No

**Will there be any departments affected by this proposed course?**

Yes

**Indicate which department(s) will be affected by the proposed course:**

Department(s)
Business Administration

I/we as the author(s) of this course proposal agree to provide a new or updated accessibility checklist to the Dean's office prior to the semester when this course is taught utilizing the changes proposed here.

I/we agree

**University Learning Goals**

**Undergraduate Learning Goals:**

- Competence in the disciplines
- Integrative learning
- Intellectual and practical skills

**Is this course required as part of a teaching credential program, a single subject, or multiple subject waiver program (e.g., Liberal Studies, Biology) or other school personnel preparation program (e.g., School of Nursing)?**

No

**GE Course and GE Goal(s)**

**Is this a General Education (GE) course or is it being considered for GE?**

No

Key: 3457