Bachelor of Science in Business with a Concentration in Integrated Supply Chain and Operations Management

The Bachelor of Science in Business (BSB) undergraduate degree program is designed to prepare graduates with the requisite knowledge, skills, and values to effectively apply various business principles and tools in an organizational setting. The BSB foundation is designed to bridge the gap between theory and practical application, while examining the areas of accounting, critical thinking and decision-making, finance, business law, management, marketing, organizational behavior, research and evaluation, and technology. Students are required to demonstrate a comprehensive understanding of the undergraduate business curricula through an integrated topics course.

The Integrated Supply Chain and Operations Management concentration concentrates on strategic performance improvement of all business planning, global sourcing and procurement, production, and logistical activities that make up an organization’s supply chain. The concentration highlights the important role a supply chain plays in satisfying customer demands and expectations. The concentration also emphasizes a company’s need to develop and maintain a sustainable competitive advantage through the efficient and effective performance of all operations within its supply chain.

In the Integrated Supply Chain and Operations Management (ISCOM) concentration, 18 credit hours are required. Students must successfully complete three required courses: ISCOM/305 (Systems Operations Management), ISCOM/424 (End-to-End Supply Chain Management), and ISCOM/476 (Integrated Supply Chain Applications). Students must also complete three additional business elective courses (9-credit hours) within the Integrated Supply Chain and Operations Management concentration. In addition to the required course of study, students must satisfy General Education and Elective requirements to meet the 120 (124 for Kansas) semester-credit minimums required for completion of the degree.

Business Foundation

GEN 300*  
Skills for Professional Development  
This course examines the skills necessary for successful critical thinking, teamwork, research, and communication. The course is designed to aid adult learners in acquiring and improving the core competencies that are necessary at the University of Phoenix. Students will examine their reasons for returning to school, and develop strategies for achieving educational goals in school, work, and personal settings. Students will also be introduced to the University library and learn how to access its resources successfully. (3 credits)

*For flexibility in scheduling, campuses are permitted to schedule GEN/200 to satisfy GEN/300 requirements.

ECO 212  
Principles of Economics  
This course introduces the fundamental theories of microeconomics and macroeconomics. The economic principles studied in this course apply to everyday life as students research an industry, debate issues with trade agreements, discuss the effects of a shift in labor supply and demand, and discuss the strengths and weaknesses of the Consumer Price Index calculation. In particular, students research an industry affected by the economy and perform an economic analysis of the chosen industry. (3 credits) Prerequisite: GEN 300.

BIS 219  
Business Information Systems  
This course provides an overview of Business Information Systems. This includes a broad foundation for both technical and non-technical business professionals. Special emphasis is placed on how information is used by different types of businesses across different industries. (3 credits) Prerequisite: GEN 300.

MGT 216  
Organizational Ethics and Social Responsibility  
This course provides a foundational perspective for socially responsible management practices in business. Special emphasis is placed on the inter-related nature of ethics, moral, legal, and social issues in managing individuals, groups, and the organization within a business environment. (3 credits) Prerequisite: GEN 300.

ACC 280  
Principles of Accounting  
This course covers the fundamentals of financial accounting as well as the identification, measurement, and reporting of the financial effects of economic events on the enterprise. Financial information is examined from the perspective of effective management decision making with special emphasis on the planning and controlling responsibilities of practicing managers. (3 credits) Prerequisites: GEN 300 and MTH 209.

COM 285  
Business Communications  
This course introduces students to the foundations of communication in a business setting. Students are exposed to various topics related to interpersonal and group communication within the context of applications in an office or virtual office setting. Students will develop skills in the forms of written communication, including memos, emails, business letters, and reports. Communication ethics and cross-cultural communications are also explored. Upon completing the course, students will have an awareness of their personal communication style and be able to identify areas for further exploration of communication as a business skill. (3 credits) Prerequisite: GEN 300.

MGT 330  
Management: Theory, Practice, and Application  
This course explores the rich field of management in theory and practice, and as both a science and an art. The course also addresses the role of managers in the current world of rapid change, increased competitive forces, and increased expectations for the successful performance of employees and organizations. The focus is on some of the ways and means of achieving desired goals. The student will leave this course with a solid background in the nature and work of management and managers. Applications of concepts to current workplace issues will be stressed. (3 credits) Prerequisite: GEN 300.
MGT 350
Critical Thinking: Strategies in Decision Making
This course provides students opportunities for analysis, synthesis, prescription, and application of critical thinking and decision making within the organization. Emphasis is placed on preparing managers who can deal clearly, rationally, and creatively with a diverse workforce and dynamic workplace. This course equips students with concrete skills in critical thinking and decision making that will allow them to identify and solve organizational problems, as well as provide strategic direction. (3 credits) Prerequisite: GEN 300.

RES 341
Research and Evaluation I
This course integrates applied business research and descriptive statistics. Examination of the role of statistics in research, statistical terminology, the appropriate use of statistical techniques and interpretation of statistical findings in business and research will be the primary focus. (3 credits) Prerequisites: GEN 300 and MTH 209.

RES 342
Research and Evaluation II
This course integrates applied business research and descriptive statistics. Examination of the role of statistics in research, statistical terminology, the appropriate use of statistical techniques and interpretation of statistical findings in business and research will be the primary focus. (3 credits) Prerequisites: GEN 300, MTH 209, and RES 341.

FIN 370
Finance for Business
This course introduces the student to the essential elements of finance for business. Emphasis is placed on financial management, financial markets, and the tools, techniques, and methodologies used in making financial decisions. Topics include: Financial planning, working capital management, capital budgeting, long term financing, and international finance. (3 credits) Prerequisites: GEN 300, MTH 209, and ACC 280.

BUS 415
Business Law
This course examines, analyzes, and applies to the modern business environment the nature, formation and system of law in the United States. (3 credits) Prerequisites: GEN 300 and MGT 350.

MKT 421
Marketing
This course involves an integrated analysis of the role of marketing within the total organization. Specific attention is given to the analysis of factors affecting consumer behavior, the identification of marketing variables, the development and use of marketing strategies, and the discussion of international marketing issues. (3 credits) Prerequisites: GEN 300, MTH 209, COMM 215, MGT 216, MGT 350, and FIN 370.
ISCOM 361
Purchasing and Procurement
This course addresses the relationship between supply chain management and procurement. This includes overview of both the procurement process and commodity markets. Students will address procurement from a strategic perspective as well as at the operational level. (3 credits) Prerequisites: GEN 300, MGT 330, and MGT 350.

ISCOM 370
Strategic Supply Chain Management
This course will provide an overview of the strategic elements and functional relationships within manufacturing and service supply chains. Emphasis is placed on the integration of strategic planning, sourcing, operations, and logistics to achieve a sustainable competitive advantage. (3 credits) Prerequisites: GEN 300, MGT 330, and MGT 350.

ISCOM 373
Global Sourcing and Procurement
This course introduces students to the concepts and issues of supply chain management from a global sourcing and procurement perspective. Special emphasis is placed on addressing purchasing operations and structures; strategic global-sourcing processes and the critical supply chain elements of managing supply chain inventory; information and supply chain management systems; and performance measurement and evaluation. (3 credits) Prerequisites: GEN 300, MGT 330, and MGT 350.

ISCOM 374
Integrated Logistics Management
This course prepares students to strategically plan, implement, and control the efficient and effective flow and storage of goods, services, and related information from a point-of-origin to a point-of-consumption. This course also focuses on transportation, inventory management, warehousing, and customer services. (3 credits) Prerequisites: GEN 300, ISCOM 305, MGT 330, and MGT 350.

BIS 375
Supply Chain Information Management in Online Environments
This course introduces students to the theory and practice of conducting supply chain functions over the Internet. It addresses various business strategies for buying, selling, or exchanging products, services, and information via computer networks. Legal and ethical requirements for handling supply chain business over the Internet are addressed. (3 credits) Prerequisites: GEN 300, MGT 330, and MGT 350.

ISCOM 386
Service Operations Management
The course presents structured techniques for evaluating operating efficiency and effectiveness in the service sector. Special emphasis is placed on key service principles. Students learn how to manage service operations through a series of case studies and applications, inventory control, waiting time management, project management, site selection, performance evaluation, and scoring systems. (3 credits) Prerequisites: GEN 300, MGT 330, and MGT 350.

MKT 414
Supply Chain Manufacturing and Marketing
This course applies the concepts of marketing to supply chain management. This includes a discussion of applying the marketing concepts of the 4 Ps and SWOT analysis in order to make effective operational and supply chain decisions. (3 credits) Prerequisites: GEN 300, MGT 330, MGT 350, and MKT 421.

MGT 420
Managing Quality in the Supply Chain
This course provides a detailed look at quality management in the company and the supply chain. It addresses the differing theories of quality to include product and process design as well as customer driven quality. This course includes managing supply chain quality through supplier alliances and development in both the services and manufacturing industries. (3 credits) Prerequisites: GEN 300, MGT 330, and MGT 350.

ISCOM 472
Lean Enterprise
This course provides an overview of lean manufacturing practices within a company and its supply chain. It addresses fundamental practices including flowcharting of business processes, collection and analysis of process performance data and the removal of those activities that are determined to be wasteful or non-essential. (3 credits) Prerequisites: GEN 300, MGT 330, and MGT 350.

BUS 488
Business Law in Supply Chain Management
This course addresses the aspects of business law in supply chain management. This includes the regulatory environment, shipping laws, and contract law. Students will discuss business law in supply chain management from both a domestic and international perspective. (3 credits) Prerequisites: GEN 300, MGT 330, MGT 350, and BUS 415.

ISCOM 383
Global Value Chain Management
This course describes value chain activities between buyers and sellers in international business. Emphasis is placed on global sourcing, procurement of materials and services, and on business-to-business cultural differences between countries. (3 credits) Prerequisites: GEN 300, MGT 330, and MGT 350.