



## Supply Chain Management- Class of 2010

<b>YEAR ONE CURRICULUM</b>					
<i>Fall Semester</i>			<i>Spring Semester</i>		
232-700	Financial Accounting	3	238-700	Operations Management	3
233-700	Financial Management	3	238-732	Economics for Managers	3
237-700	Marketing Management	3	236-704	Managing Behavior in Organizations	3
238-705	Data Analysis & Decision Making	3	231-710	Ethics, Integrity, & Society	1
231-700	Managerial Communications	1	237-725	Marketing Channels	3
237-722	Logistics Management	3	237-724	Strategic Global Sourcing	3
	<b>Semester Credits</b>	<b>16</b>		<b>Semester Credits</b>	<b>16</b>
<b>YEAR TWO CURRICULUM</b>					
<i>Fall Semester</i>			<i>Spring Semester</i>		
236-723	Business Strategy	3	237-720	Seminar in Supply Chain Management	3
238-710	Operations Research I	3	765	Supply Chain Integration Through ERP Systems	3
	Elective From List*	3		Elective From List*	3
	Elective From List*	3		Elective From List*	3
	Elective From List*	3		Elective From List* (Optional)	3
				<b>Semester Credits</b>	<b>12</b>
	<b>Semester Credits</b>	<b>15</b>		<b>Total Credits</b>	<b>59</b>

### \*Marketing Electives

- MKT 705 Consumer Behavior 3 cr
- MKT 710 Marketing Research 3 cr
- MKT 715 Marketing Communications 3 cr
- MKT 737 Developing New Products – Practicum 3 cr
- MKT 765 Brand Management and Strategy 3 cr
- MKT 765 Emerging Issues in New Product Development 3 cr

### \*OTM Electives

- OTM 578 Facility Location Models 3 cr
- OTM 711 Operations Research II 3 cr
- OTM 751 Service Operations Management 3 cr
- OTM 755 International Operations – Strategy and Administration 3 cr
- OTM 758 Managing Technological and Organizational Change 3 cr
- OTM 770 Introduction to Quality and Productivity 3 cr

### \*Finance/Accounting Electives

- ACCT 603 Financial Statement Analysis 3 cr
- ACCT 710 Managerial Accounting/Strategic Cost Management 3 cr
- ACCT 711 Advanced Strategic Cost Management 3 cr



**WISCONSIN MBA**  
UW-Madison School of Business

**\*MHR Electives**

MHR 728 Bargaining, Negotiating and Dispute Settlement for Managers 3 cr  
MHR 731 Managerial Consulting 3 cr

**\*Systems Engineering Electives**

ME 549 Product Design 3 cr  
ISysE 671 E-Business: Technologies, Strategies and Applications 3 cr  
ISysE 672 E-Business Transformation: Design, Analysis, and Justification 3 cr  
ISysE 691 RFID, Bar Code, & Other Data Capture Techniques 3 cr  
ISysE 692 Supply Chain Design and Production Planning 3 cr

**\* General Business Electives**

GBUS 701 Managing the Legal Environment  
GBUS 601 Systems Thinking and Sustainable Business

**Other electives may be taken with approval by center director.**