

COURSE DESCRIPTIONS OF DEPARTMENTAL SPECIALIZATION COURSES (BBA)

OPERATIONS AND SUPPLY CHAIN MANAGEMENT (OSCM)

OSCM 4001: Advanced Supply Chain Management

Pre-requisite: BBA 3128

Today, more than ever before, supply chain management has become an integral part of business and is essential to any company's success and customer satisfaction. Supply chain management has the power to optimize customer service, reduce operating costs, and improve the financial standing of a company, but how does this work? In this course, students are expected to develop the ability to conceptualize, design, and implement supply chains aligned with the product, market, and customer characteristics. Business competition is now between supply networks rather than individual corporations. Managing the flow of products, information, and revenue across supply chains differentiates the ability of supply networks to fulfill customer needs. Students will develop the ability to evaluate how information flows can substitute for the stock of physical resources, such as inventory, and why such systems succeed or fail. They will assess how internet technologies, dynamic markets, and globalization impact supply chain strategies and practices, including logistics, digital coordination of decisions and resources, inventory and risk management, procurement and supply contracting, product and process design, and revenue management.

OSCM 4002: Inventory Management

Pre-requisite: BBA 3128

This course is designed for market demand fulfillment and efficiently manages the stocks. Many changes in market demand, new opportunities due to worldwide marketing, global sourcing of materials, and new manufacturing technology-based companies to change their inventory management approach and the process for inventory control. This course will provide an overview of inventory systems and their impact on materials management. This course also covers economic order quantity, just-in-time inventory systems, and inventory strategy and policies. The inventory management system and the inventory control process provide information to manage the flow of materials efficiently, effectively utilize people and equipment, coordinate internal activities, and communicate with customers.

OSCM 4003: Sourcing and Negotiation

Pre-requisite: BBA 3128

Due to the global expansion of various businesses and the significant effort given to source materials and services from low-cost yet reliable suppliers, this course has a substantial role in today's businesses. The course will provide students with fundamental knowledge of sourcing strategies from the global market context. The course will demonstrate the process, principles, tools, and techniques involved in the management of efficient sourcing and negotiation practices in a different business environment. Therefore, this course prepares the students in three categorical areas: (a) fundamental knowledge of sourcing and negotiation, (b) psychomotor skills for the application of that knowledge, and (c) affective skills for developing appropriate management strategies. Therefore, the course meets the students' needs for all conceptual, analytical, and organizational skills for current professional domains. This course lets the students analyze various practical case studies covering sourcing and negotiation.

OSCM 4004: Logistics Management

Pre-requisite: BBA 3128

This course provides an opportunity to study and apply logistics management knowledge and skill sets in different business settings that students need for a successful professional career. Topics include fundamental concepts of logistics management, lean logistics, customer demand, operational integration, transportation, logistics network design, reverse logistics, warehousing, packaging, and material handling. The course focuses on essential design and development of global logistics management knowledge, problem-solving skills, case studies analysis, and software use. In addition, the students will be assigned to various problems related to logistics management that will help them better understand and apply techniques in real-world practical situations.

OSCM 4005: Managerial Forecasting

Pre-requisite: BBA 3128

This course meets the students' needs for all conceptual, analytical, and organizational knowledge and skills related to demand projection for current professional domains. This course lets the students analyze various practical studies covering quantitative and qualitative forecasting processes in business for organizations. This course also needs to understand the importance of different techniques of forecasting and their applicability in supply chain management operations for manufacturing and services industries. The students also understand how to use basic concepts, strategies, and techniques of forecasting such as averaging, seasonal multiplicative, linear trend, and regression analysis to forecast the demand, profit, cost, etc., for the organization.

OSCM 4006: Purchasing and Procurement

Pre-requisite: BBA 3128

Traditional functions such as buying and sourcing have been considered tactical areas within the firm. However, Purchasing and Procurement (PP) has become a strategic function that manages supplier relationships, enables network innovation, reduces cost, and mitigates the impact on society and the natural environment. The course provides fundamental knowledge of purchasing and procurement functions to the students. The course demonstrates the process, principles, tools, and techniques involved with efficient management of purchasing and procuring practices in different business environments. Additionally, the use of purchasing and procurement operations in creating value for the supply chain is focused.

OSCM 4007: Supply Chain Analytics

Pre-requisite: BBA 3128

Analytics is the science of examining data to develop market insights and draw reasonable business decisions. In the past few years, the use of analytics has become increasingly important in business in general, as well as in supply chain management. This course addresses various concerns in three broad segments: First, the theoretical foundation to build forecasting models that incorporate both the power of predictive analytics and the trends and autocorrelation patterns identified from historical data. Second, using these models on point-of-sale information to build demand forecasts as an aggregation of models across the enterprise. Third, this course discusses using predictive dynamic models for aggregate supply chain planning, local distribution decision-making, and influencing and shaping demand.

OSCM 4008: Service Operations Management

Pre-requisite: BBA 3128

Service Operations Management is about improving organizations to make them better for customers and service providers. This course introduces different concepts and tools to help the students grasp the key ideas to manage an organization efficiently and effectively while maintaining key competitiveness in the market. The course provides information on the latest developments in information and technology to aid the organization in making better decisions. This course discusses key operational aspects such as service strategy & design, Service gap models, Scheduling, Yield Management, Quality Management, Capacity Planning, Decision Theories, Location design, etc. Various case studies are introduced from time to time to make students understand different business contexts and relate to the theories. The course is divided into small work groups to solve various problems in the real world.

OSCM 4009: Total Quality Management

Pre-requisite: BBA 3128

Total quality management (TQM) is a philosophy, methodology, and system that aims to create and maintain mechanisms of an organization's continuous improvement. It involves all departments and employees in the organization's value chain processes. It helps to reduce costs and meet/exceed the expectations of customers and other stakeholders of an organization. TQM encompasses business and social excellence, a sustainable approach to an organization's competition, efficiency improvement, leadership, and partnership. The objectives of this course are to introduce the main principles of business and social excellence and to generate knowledge and skills for students to use models and quality management methodology to implement total quality management in any sphere of business and the public sector. The course gives students the fundamental knowledge, skills, and exposure to

Total Quality Management (TQM). The course demonstrates the principles, tools, and techniques of TQM. The course is designed to teach theory and its applications in management systems to improve manufacturing and service industries' productivity and performance.

OSCM 4010: Product Strategy Management

Pre-requisite: BBA 3128

This course provides an opportunity to study and explore how different product strategies can be managed and integrated with other business domains. Students need these for a successful professional career, especially in the supply chain arena. Topic includes product and its basic concepts, new product development, product design process, buyer behavior, introduction to brand mgt, managing global and service in the broader buyer decision process. This course lets the students analyze various product strategy-oriented decisions and develop simple strategy managing models from a business perspective. In addition, the students can complete classroom tasks, word sheets, and case studies individually and in groups to help them integrate product strategy management principles in dealing with diverse academic and industry needs. In summary, students are developed as confident resource persons to add value to life operations and the supply chain environment.

MIS 4001: Enterprise Resource Planning

Pre-requisite: BBA 3129

Today's business requires integrating information systems within and across the organization to ensure visibility, transparency, and effective decisions. This course introduces students to the main ideas and fundamental technology underlying the development, implementation, and use of integrated enterprise information systems within the value chain of organizations. Topics include SAP R/3 application modules, technical architecture of R/3, SAP application development and system management, ERP implementation issues and business engineering in R/3, accelerated SAP, going live, post-implementation issues, next-generation enterprise, and others.

MIS 4014: Blockchain Technologies in Business

Pre-requisite: BBA 3129

This course gives students a basic understanding of blockchain technology, its history, and how it relates to the new digital economy. Covering essential areas and using cases regarding blockchain technology, how it's disrupting domains such as Fintech, Digital government activities, eHealth, E-procurement, Smart Cities, etc., and how to use blockchain technology to create new business opportunities. The students will learn to analyze and quantify blockchain's changes in various industries, understanding blockchain technology, its challenges, and limitations. The teaching methodology includes business cases and lectures by industry thought leaders.