PROJECT AND SUPPLY CHAIN MANAGEMENT, B.S. (BEHREND)

Begin Campus: Any Penn State Campus
End Campus: Erie

Program Description
The Project and Supply Chain Management major concentrates on developing knowledge, skills, and abilities in both project and supply chain management, dynamic and important disciplines in modern corporations. Project management skills include the development of new projects, and coordinating procurement and project delivery systems. Supply chain management emphasizes the integration of manufacturing and service operations, logistics, purchasing, and distribution that enable organizations to develop value-creating supply chain networks. The major provides students with an opportunity to develop the quantitative and people skills necessary to design and operate today’s complex management systems. Students learn how to manage critical components in organizational supply chains, and apply business analytic methods for organizing and fully integrating supply chain practices throughout the organization.

Graduates are uniquely well-prepared for careers in some of the highest in-demand professions in the modern business and government environments, managing the supply chain and project initiatives in world-class business firms, public sector organizations, construction, IT organizations, third-party logistics providers, and goods and services distribution operations.

What is Project and Supply Chain Management?
It has been estimated that well over half of all activities in modern corporations are project-based. From developing a new product to constructing a new building, the list of efforts that organizations must plan, manage, and deliver (ideally on time and under budget) is nearly endless. At the same time, globalization creates a growing need for professionals who can effectively manage complex supply chains. The study of project and supply chain management emphasizes the integration of manufacturing and service operations, logistics, purchasing, and distribution—the functions that enable organizations to cultivate value-creating supply chain networks.

You Might Like This Program If...
- You’re not intimidated by large projects, or ones that have many moving parts.
- You are detail oriented.
- You are looking for a versatile, in-demand business degree.
- You are interested in pursuing a concurrent certificate in Enterprise Resource Planning (ERP) with SAP (available at Erie, the Behrend College and University College campuses, Beaver, Fayette, Greater Allegheny, Lehigh Valley, New Kensington, Schuylkill, Shenango, Wilkes-Barre and Scranton).

Entrance to Major
Entry to the Project and Supply Chain Management major requires the successful completion of 5 entry-to-major courses: ACCTG 211, ECON 102, ENGL 15 or ENGL 30H, MATH 110 or MATH 140, STAT 200 or SCM 200. Each course requires a C or better grade for successful completion.

Degree Requirements
For the Bachelor of Science degree in Project and Supply Chain Management, a minimum of 120 credits is required:

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Education</td>
<td>45</td>
</tr>
<tr>
<td>Requirements for the Major</td>
<td>96</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>21 of the 45 credits for General Education are included in the Requirements for the Major. This includes: 6 credits of GQ courses; 6 credits of GS courses; 9 credits of GWS courses.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Per Senate Policy 83.80.5, the college dean or campus chancellor and program faculty may require up to 24 credits of coursework in the major to be taken at the location or in the college or program where the degree is earned.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Requirements for the Major</td>
<td></td>
</tr>
<tr>
<td>Each student must earn at least a grade of C in each 300- and 400-level course in the major field.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>To graduate, a student enrolled in the major must earn a grade of C or better in each course designated by the major as a C-required course, as specified by Senate Policy 82-44 (<a href="http://senate.psu.edu/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/#82-44">http://senate.psu.edu/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/#82-44</a>).</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>PSU 7</td>
<td>First-Year Seminar Behrend</td>
<td>1</td>
</tr>
<tr>
<td>ACCTG 211</td>
<td>Financial and Managerial Accounting for Decision Making</td>
<td>4</td>
</tr>
<tr>
<td>CAS 100</td>
<td>Effective Speech</td>
<td>3</td>
</tr>
<tr>
<td>ECON 102</td>
<td>Introductory Microeconomic Analysis and Policy</td>
<td>3</td>
</tr>
<tr>
<td>ECON 104</td>
<td>Introductory Macroeconomic Analysis and Policy</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 202D</td>
<td>Effective Writing: Business Writing</td>
<td>3</td>
</tr>
<tr>
<td>FIN 301</td>
<td>Corporation Finance</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 301</td>
<td>Basic Management Concepts</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 341</td>
<td>Human Resource Management</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 418</td>
<td>Project Planning and Resource Management</td>
<td>3</td>
</tr>
<tr>
<td>MIS 204</td>
<td>Introduction to Management Information Systems</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 301</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>SCM 301</td>
<td>Supply Chain Management</td>
<td>3</td>
</tr>
<tr>
<td>SCM 445</td>
<td>Operations Planning and Control</td>
<td>3</td>
</tr>
<tr>
<td>SCM 460</td>
<td>Purchasing and Materials Management</td>
<td>3</td>
</tr>
<tr>
<td>BA 241</td>
<td>Legal Environment of Business</td>
<td>4</td>
</tr>
<tr>
<td>&amp; BA 242</td>
<td>and Social and Ethical Environment of Business</td>
<td></td>
</tr>
<tr>
<td>or BA 243</td>
<td>Social, Legal, and Ethical Environment of Business</td>
<td></td>
</tr>
</tbody>
</table>
Additional Courses: Require a grade of C or better

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 15</td>
<td>Rhetoric and Composition</td>
<td>3</td>
</tr>
<tr>
<td>or ENGL 30H</td>
<td>Honors Rhetoric and Composition</td>
<td></td>
</tr>
<tr>
<td>MATH 110</td>
<td>Techniques of Calculus I</td>
<td>4</td>
</tr>
<tr>
<td>or MATH 140</td>
<td>Calculus With Analytic Geometry I</td>
<td></td>
</tr>
<tr>
<td>SCM 200</td>
<td>Introduction to Statistics for Business</td>
<td>4</td>
</tr>
<tr>
<td>or STAT 200</td>
<td>Elementary Statistics</td>
<td></td>
</tr>
<tr>
<td>MGMT 410</td>
<td>Project Management</td>
<td>3</td>
</tr>
<tr>
<td>or BA 421</td>
<td>Project Management</td>
<td></td>
</tr>
<tr>
<td>MGMT 415</td>
<td>Project Portfolio Management and Organizations</td>
<td>3</td>
</tr>
<tr>
<td>or SCM 416</td>
<td>Warehousing and Terminal Management</td>
<td></td>
</tr>
<tr>
<td>SCM 320</td>
<td>Transport Systems</td>
<td>3</td>
</tr>
<tr>
<td>or SCM 455</td>
<td>Logistics Systems Analysis and Design</td>
<td></td>
</tr>
</tbody>
</table>

Select 3 credits from the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA 364Y</td>
<td>International Business and Society</td>
</tr>
<tr>
<td>ECON 470</td>
<td>International Trade and Finance</td>
</tr>
<tr>
<td>FIN 471</td>
<td>International Finance</td>
</tr>
<tr>
<td>IB 303</td>
<td>International Business Operations</td>
</tr>
<tr>
<td>MGMT 461</td>
<td>International Management</td>
</tr>
<tr>
<td>MKTG 445</td>
<td>Global Marketing</td>
</tr>
<tr>
<td>Other 300- or 400-level international business courses</td>
<td></td>
</tr>
</tbody>
</table>

Select 6 credits of 300- or 400-level courses such as MIS 404 and MGMT 430

Select 3 credits from:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 481</td>
<td>Business Forecasting Techniques</td>
</tr>
<tr>
<td>MIS 336</td>
<td>Database Management Systems</td>
</tr>
<tr>
<td>MIS 301</td>
<td>Business Analytics</td>
</tr>
<tr>
<td>SCM 340</td>
<td>Introduction to Supply Chain Analytics</td>
</tr>
</tbody>
</table>

Select 3 credits from:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA 422W</td>
<td>Strategic Business Planning</td>
</tr>
<tr>
<td>BA 462</td>
<td>Business Strategy</td>
</tr>
<tr>
<td>MGMT 471W</td>
<td>Strategic Management and Business Policy</td>
</tr>
</tbody>
</table>

Supporting Courses and Related Areas

Select 13 credits from any business major field or any non-business major field, except for all KINES (GHW) courses, any ENGL course below ENGL 15, and any MATH course below MATH 110. Exceptions may be petitioned through the applicable department chair.

General Education

Connecting career and curiosity, the General Education curriculum provides the opportunity for students to acquire transferable skills necessary to be successful in the future and to thrive while living in interconnected contexts. General Education aids students in developing intellectual curiosity, a strengthened ability to think, and a deeper sense of aesthetic appreciation. These are requirements for all baccalaureate students and are often partially incorporated into the requirements of a program. For additional information, see the General Education Requirements (https://bulletins.psu.edu/undergraduate/general-education/baccalaureate-degree-general-education-program/) section of the Bulletin and consult your academic adviser.

The keystone symbol appears next to the title of any course that is designated as a General Education course. Program requirements may also satisfy General Education requirements and vary for each program.

Additional Courses: Require a grade of C or better

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 15</td>
<td>Rhetoric and Composition</td>
<td>3</td>
</tr>
<tr>
<td>or ENGL 30H</td>
<td>Honors Rhetoric and Composition</td>
<td></td>
</tr>
<tr>
<td>MATH 110</td>
<td>Techniques of Calculus I</td>
<td>4</td>
</tr>
<tr>
<td>or MATH 140</td>
<td>Calculus With Analytic Geometry I</td>
<td></td>
</tr>
<tr>
<td>SCM 200</td>
<td>Introduction to Statistics for Business</td>
<td>4</td>
</tr>
<tr>
<td>or STAT 200</td>
<td>Elementary Statistics</td>
<td></td>
</tr>
<tr>
<td>MGMT 410</td>
<td>Project Management</td>
<td>3</td>
</tr>
<tr>
<td>or BA 421</td>
<td>Project Management</td>
<td></td>
</tr>
<tr>
<td>MGMT 415</td>
<td>Project Portfolio Management and Organizations</td>
<td>3</td>
</tr>
<tr>
<td>or SCM 416</td>
<td>Warehousing and Terminal Management</td>
<td></td>
</tr>
<tr>
<td>SCM 320</td>
<td>Transport Systems</td>
<td>3</td>
</tr>
<tr>
<td>or SCM 455</td>
<td>Logistics Systems Analysis and Design</td>
<td></td>
</tr>
</tbody>
</table>

Select 3 credits from the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA 364Y</td>
<td>International Business and Society</td>
</tr>
<tr>
<td>ECON 470</td>
<td>International Trade and Finance</td>
</tr>
<tr>
<td>FIN 471</td>
<td>International Finance</td>
</tr>
<tr>
<td>IB 303</td>
<td>International Business Operations</td>
</tr>
<tr>
<td>MGMT 461</td>
<td>International Management</td>
</tr>
<tr>
<td>MKTG 445</td>
<td>Global Marketing</td>
</tr>
<tr>
<td>Other 300- or 400-level international business courses</td>
<td></td>
</tr>
</tbody>
</table>

Select 6 credits of 300- or 400-level courses such as MIS 404 and MGMT 430

Select 3 credits from:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 481</td>
<td>Business Forecasting Techniques</td>
</tr>
<tr>
<td>MIS 336</td>
<td>Database Management Systems</td>
</tr>
<tr>
<td>MIS 301</td>
<td>Business Analytics</td>
</tr>
<tr>
<td>SCM 340</td>
<td>Introduction to Supply Chain Analytics</td>
</tr>
</tbody>
</table>

Select 3 credits from:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA 422W</td>
<td>Strategic Business Planning</td>
</tr>
<tr>
<td>BA 462</td>
<td>Business Strategy</td>
</tr>
<tr>
<td>MGMT 471W</td>
<td>Strategic Management and Business Policy</td>
</tr>
</tbody>
</table>

Supporting Courses and Related Areas

Select 13 credits from any business major field or any non-business major field, except for all KINES (GHW) courses, any ENGL course below ENGL 15, and any MATH course below MATH 110. Exceptions may be petitioned through the applicable department chair.

General Education

Connecting career and curiosity, the General Education curriculum provides the opportunity for students to acquire transferable skills necessary to be successful in the future and to thrive while living in interconnected contexts. General Education aids students in developing intellectual curiosity, a strengthened ability to think, and a deeper sense of aesthetic appreciation. These are requirements for all baccalaureate students and are often partially incorporated into the requirements of a program. For additional information, see the General Education Requirements (https://bulletins.psu.edu/undergraduate/general-education/baccalaureate-degree-general-education-program/) section of the Bulletin and consult your academic adviser.

The keystone symbol appears next to the title of any course that is designated as a General Education course. Program requirements may also satisfy General Education requirements and vary for each program.

Education

Connecting career and curiosity, the General Education curriculum provides the opportunity for students to acquire transferable skills necessary to be successful in the future and to thrive while living in interconnected contexts. General Education aids students in developing intellectual curiosity, a strengthened ability to think, and a deeper sense of aesthetic appreciation. These are requirements for all baccalaureate students and are often partially incorporated into the requirements of a program. For additional information, see the General Education Requirements (https://bulletins.psu.edu/undergraduate/general-education/baccalaureate-degree-general-education-program/) section of the Bulletin and consult your academic adviser.

The keystone symbol appears next to the title of any course that is designated as a General Education course. Program requirements may also satisfy General Education requirements and vary for each program.

Universities

University Degree Requirements

First Year Engagement

All students enrolled in a college or the Division of Undergraduate Studies at University Park, and the World Campus are required to take 1 to 3 credits of the First-Year Seminar, as specified by their college First-Year Engagement Plan.

Other Penn State colleges and campuses may require the First-Year Seminar; colleges and campuses that do not require a First-Year Seminar provide students with a first-year engagement experience.

First-year baccalaureate students entering Penn State should consult their academic adviser for these requirements.

Cultures Requirement

6 credits are required and may satisfy other requirements

- United States Cultures: 3 credits
- International Cultures: 3 credits

Writing Across the Curriculum

3 credits required from the college of graduation and likely prescribed as part of major requirements.

Total Minimum Credits

A minimum of 120 degree credits must be earned for a baccalaureate degree. The requirements for some programs may exceed 120 credits. Students should consult with their college or department adviser for information on specific credit requirements.

Quality of Work

Candidates must complete the degree requirements for their major and earn at least a 2.00 grade-point average for all courses completed within their degree program.

Limitations on Source and Time for Credit Acquisition

The college dean or campus chancellor and program faculty may require up to 24 credits of course work in the major to be taken at the location or within the time constraints (see Senate Policy 83-80 (http://senate.psu.edu/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/#83-80)). For more information, check the Suggested Academic Plan for your intended program.

Program Learning Objectives

Critical and Integrative Thinking:
1. Students will be able to think critically by actively considering different points of view and utilize an integrated, holistic approach to construct relevant analyses, arguments, and conclusions.
   a. Students will clearly identify the key issues in the analysis.
   b. Students will present the appropriate analytic framework or warrant.
   c. Students will identify and assess important assumptions and question their validity.
   d. Students will identify and assess the quality of supporting data/evidence & provide additional data/evidence related to the issue.
   e. Students will draw and discusses conclusions, implications, and consequences.
   f. Students will identify key business issues using an integrated approach.
   g. Students will apply appropriate holistic analyses to business issues.
   h. Students will generate solutions that incorporate an integrated perspective to business problems.

**Oral Communication:**

1. Upon graduation our undergraduate students in The Sam and Irene Black School of Business will be able to execute the oral communication skills that they have learned in the interactive business courses to business situations where effective explanation, persuasion, exchanging information and ideas are essential.
   a. Students will be able to clearly express their line of thoughts to an audience.
   b. Student will be able to show confidence in their ability to communicate with their audience.
   c. Students will be able to effectively organize their thoughts and clearly communicate their organized thoughts with their audience.
   d. Students will be able to provide accuracy of content in their communication with their audience.
   e. Students will be able to provide depth of content in their communication with their audience.
   f. Students will be able to deliver a professional quality presentation to an audience while using appropriate and supporting technology.
   g. Students will be able to have a professional appearance in front of their audience.

**Writing Competence:**

1. Students will be able to demonstrate effective writing skills.
   a. Students will organize written assignments effectively.
   b. Students will develop a clear and well-structured argument.
   c. Students will identify and provide evidence sufficient to support the argument.
   d. Students will find reliable sources and cite and reference them correctly.
   e. Students will demonstrate proper writing mechanics with respect to spelling, punctuation, and grammar.

**Teamwork:**

1. Students will be positive contributors to effective team functioning via application of their functional skills in addition to strong interpersonal skills.

   a. Students will be able to recognize the different ways in which their peers contribute to collaborative work.
   b. Students will contribute effectively to teams.
   c. Students will display good interpersonal skills in teamwork contexts.
   d. Students will learn how to interact effectively on teams.

**Ethics and Social Responsibility:**

1. Students will be able to recognize ethical issues and apply ethical theories in business situations at individual and/or organizational levels.
   a. Students will recognize ethical issues and the inter-relationships between business and society.
   b. Students will identify stakeholders affected by decisions and actions.
   c. Students will understand the consequences of decisions/actions to stakeholders.
   d. Students will analyze an ethical dilemma applying multiple ethical theories.
   e. Students will be able to correctly apply relevant ethical principles.
   f. Students will be able to recommend a plan of action.
   g. Students will be able to supported recommend action with by ethical analysis/evaluation.

**Functional Area Knowledge:**

1. Students will be able to apply foundational knowledge to analyze and solve problems and interpret written and visual material across various business domains.
   a. Students will be able to apply foundational knowledge to analyze and solve problems and interpret written and visual material in the Accounting domain.
   b. Students will be able to apply foundational knowledge to analyze and solve problems and interpret written and visual material in the Economics domain.
   c. Students will be able to apply foundational knowledge to analyze and solve problems and interpret written and visual material in the Management domain.
   d. Students will be able to apply foundational knowledge to analyze and solve problems and interpret written and visual material in the Quantitative Business Analysis domain.
   e. Students will be able to apply foundational knowledge to analyze and solve problems and interpret written and visual material in the Finance domain.
   f. Students will be able to apply foundational knowledge to analyze and solve problems and interpret written and visual material in the Marketing domain.
   g. Students will be able to apply foundational knowledge to analyze and solve problems and interpret written and visual material in the Legal and Social Environment domain.
   h. Students will be able to apply foundational knowledge to analyze and solve problems and interpret written and visual material in the Information Systems domain.
   i. Students will be able to apply foundational knowledge to analyze and solve problems and interpret written and visual material in the International Issues domain.

**Functional Area Knowledge (ACCOUNTING):**
1. Students will be able to demonstrate a broad general knowledge of the principles of accounting, both managerial and financial.
   a. Students will be able to perform basic financial accounting transaction analysis.
   b. Students will prepare and interpret general purpose financial statements.
   c. Students will perform financial statement analysis.
   d. Students will apply various principles of managerial accounting.

Functional Area Knowledge (ECONOMICS):

1. Students will be able to demonstrate a broad general knowledge of the principles of economics, both microeconomics and macroeconomics.
   a. Students will apply concepts associated with free market operations.
   b. Students will conduct decision making based on opportunity costs and marginal analysis.
   c. Students will determine consumer behavior based on various measures of elasticity.
   d. Students will interpret effects associated with the four major market structures.
   e. Students will apply the theory of comparative advantage.
   f. Students will apply the basic market and macroeconomic models to explain changes in price and quantity.
   g. Students will define, calculate, and interpret major economic indicators.
   h. Students will identify and analyze the phases of the business cycle and their characteristics, including the problems associated with each cycle.
   i. Students will interpret the impact of fiscal policy effects on the macro economy.
   j. Students will interpret the impact monetary policy on the macro economy.
   k. Students will identity how various analytical frameworks, (e.g., classical, Keynesian, monetarist, etc.) used may affect the policy conclusions in debates over stabilization policy.
   l. Students will apply the theory of comparative advantage and the flows of financial assets principle to trade.

Functional Area Knowledge (FINANCE):

1. Use discounted valuation techniques to make capital investment decisions.
   a. Calculate the NPV for three scenarios (1) base case, (2) best case, and (3) worst case
   b. Identify relevant initial CFs for NPV calculation
   c. Identify relevant operating CFs for NPV calculation
   d. Identify relevant terminal CFs for NPV calculation
   e. Create and interpret a NPV profile
   f. Analyze and accept or reject a proposed investment project.
2. Understand the relationship between risk and return for equity and debt.
   a. Understand the trade-off between risk and return for individual assets by computing a beta and required rate of return using the CAPM (Capital Asset Pricing Model).
   b. Explain an appropriate proxy for the market rate of return for the CAPM.
     c. Explain an appropriate risk-free rate proxy for the CAPM.
     d. Calculate cost of debt or YTM of corporate bonds
3. Determine the required return on a proposed investment.
   a. Calculate and interpret the weighted-average cost of capital (WACC) by estimating the market cost of equity and debt.
   b. Understand when WACC is appropriate as the required return to evaluate a proposed capital investment.

Functional Area Knowledge (MIS):

1. Students will be able to describe the benefits and challenges of applying information technology in various organizations and functional areas.
   a. Students will describe the benefits and challenges of applying information technology in various organizations and functional areas.
   b. Students will describe management issues and career paths in Information Technology.

Functional Area Knowledge (INTERNATIONAL BUSINESS):

1. Students will be able to will have basic multidisciplinary knowledge needed to conduct international business and understand the impact of globalization.
   a. Our students will develop an awareness of global issues and diverse cultures.
   b. Our students will be able to analyze how global factors affect decision making.
   c. Our students will be able to use information resources to formulate global strategy.

Functional Area Knowledge (LEGAL ENVIRONMENT):

1. Students will be able to identify key terms, concepts, and theories of the law, understand how law affects business, demonstrate an ability to analyze legal issues, and apply the law to business situations.
   a. Students will identify key terms, concepts, and theories of law.
   b. Students will analyze legal issues and apply the law to business situations.

Functional Area Knowledge (MANAGEMENT):

1. Students will be able to demonstrate a broad knowledge of each business discipline, including management.
   a. More particularly, students will be able to identify the correct core concepts in the context of the following 12 main topic areas:
      i. Introduction to / History of Management
      ii. Managing in the Global Environment
      iii. Decision Making
      iv. Planning & Strategy
      v. Organizational Structure & Culture
      vi. Managing Human Resources
      vii. Individual Attitudes & Behavior
      viii. Managing Teams
      ix. Motivation
      x. Leadership
      xi. Communication
      xii. Principles of Control

Functional Area Knowledge (MARKETING):

1. Our students will be able to describe the benefits and challenges of applying marketing principles in the context of the following 12 main topic areas:
   a. Our students will describe the benefits and challenges of applying marketing principles.
   b. Our students will be able to describe the benefits and challenges of applying marketing principles.
1. Students will be able to demonstrate a broad knowledge of marketing discipline.
   a. Students will understand the concept of marketing and marketing philosophies.
      i. Definition of marketing.
      ii. Main marketing philosophies (e.g., market orientation, societal market orientation, sales orientation, production orientation).
   b. Students will understand the process of marketing plan and how to set marketing strategies.
      i. Be able to prepare an outline of marketing plan (e.g., SWOT analysis).
      ii. Be able to choose an appropriate marketing strategy for different types of firms (e.g., market development, product development, diversification, market penetration).
   c. Students will understand the process of market research.
      i. Be able to choose an appropriate market research design and method for different types of market research questions.
   d. Students will understand buyers and markets.
      i. Be able to understand the mechanism of the buyer behaviors.
   e. Students will understand the concept of target marketing strategy.
      i. Be able to use market segmentation variables for targeting and positioning.
      ii. Students will understand the 4P’s (product, price, promotion, place) concepts.
      iii. Be able to formulate MARKETING 4P’S DECISIONS.

Functional Area Knowledge (QUANTATIVE BUSINESS ANALYSIS):

1. Upon graduation our undergraduate students in The Sam and Irene Black School of Business will be able to demonstrate a broad knowledge of business disciplines (quantitative business analysis).
   a. Students will be able to apply the basic rules of probability to assess likelihood within a population.
   b. Students will be able to identify and apply appropriate probability distribution concepts to analyze data.
   c. Students will be able to demonstrate an understanding of correlation and regression analysis.

Functional Area Knowledge (SUPPLY CHAIN MANAGEMENT):

1. Students will be able to demonstrate a broad knowledge of business disciplines (supply chain management).
   a. Students will be able to apply forecasting methods for demand of a product or service.
   b. Students will be able to apply inventory and planning models for managing operations.
   c. Students will be able to demonstrate an understanding of TQM tools.

Academic Advising

The objectives of the university’s academic advising program are to help advisees identify and achieve their academic goals, to promote their intellectual discovery, and to encourage students to take advantage of both in-and out-of class educational opportunities in order that they become self-directed learners and decision makers.

Both advisers and advisees share responsibility for making the advising relationship succeed. By encouraging their advisees to become engaged in their education, to meet their educational goals, and to develop the habit of learning, advisers assume a significant educational role. The advisee’s unit of enrollment will provide each advisee with a primary academic adviser, the information needed to plan the chosen program of study, and referrals to other specialized resources.

READ SENATE POLICY 32-00: ADVISING POLICY (https://senate.psu.edu/policies-and-rules-for-undergraduate-students/32-00-advising-policy/)

Erie
Jenny (Jianing) Zhi
Assistant Teaching Professor of Project and Supply Chain Management
225 Burke
Erie, PA 16563
814-898-6590
jzz5296@psu.edu

Abington
Kevin Mayhew
Lecturer, Business
1600 Woodland Rd.
Abington, PA 19001
215-421-0030
km730@psu.edu

Beaver
Andrea Patrucco
Assistant Professor Project and Supply Chain Management
100 University Drive
Monaca, PA 15061
724-773-3591
asp72@psu.edu

Brandywine
Christina Olear
Lecturer, Accounting
25 Yearsley Mill Road
Media, PA 19063
610-892-1451
cmo16@psu.edu

Fayette
William Gardner
Assistant Teaching Professor
2201 University Drive
Lemont Furnace, PA 15456
724-430-4245
wsg3@psu.edu

Greater Allegheny
Academic Affairs
101 Frable Building
4000 University Drive
McKeesport, PA 15132
412-675-9140
GA-Academics@lists.psu.edu

Harrisburg
Dinesh R. Pai, Ph.D.
Program Coordinator
Olmsted Building, E356
York

David Latzko
Associate Professor of Economics
221 Grumbacher Building (GISTC)
York, PA 17403
717-771-4115
dxl31@psu.edu

Suggested Academic Plan

The suggested academic plan(s) listed on this page are the plan(s) that are in effect during the 2022-23 academic year. To access previous years’ suggested academic plans, please visit the archive (https://bulletins.psu.edu/undergraduate/archive/) to view the appropriate Undergraduate Bulletin edition (Note: the archive only contains suggested academic plans beginning with the 2018-19 edition of the Undergraduate Bulletin).

Project and Supply Chain Management, B.S. at Erie Campus

The course series listed below provides only one of the many possible ways to move through this curriculum. The University may make changes in policies, procedures, educational offerings, and requirements at any time. This plan should be used in conjunction with your degree audit (accessible in LionPATH as either an Academic Requirements or What If report). Please consult with a Penn State academic adviser on a regular basis to develop and refine an academic plan that is appropriate for you.

<table>
<thead>
<tr>
<th>First Year</th>
<th>Credits</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall</td>
<td></td>
<td>Spring</td>
</tr>
<tr>
<td>ENGL 15 or 30H‡#†</td>
<td>3 CAS 100‡#†</td>
<td>3</td>
</tr>
<tr>
<td>MATH 110 or 140‡#†</td>
<td>4 ECON 102‡#†</td>
<td>3</td>
</tr>
<tr>
<td>GENERAL EDUCATION COURSE 3</td>
<td>3 MIS 204*</td>
<td>3</td>
</tr>
<tr>
<td>GENERAL EDUCATION COURSE 3</td>
<td>3 GENERAL EDUCATION COURSE 3</td>
<td>3</td>
</tr>
<tr>
<td>GENERAL EDUCATION COURSE (GHW) 3</td>
<td>1.5 GENERAL EDUCATION COURSE 3</td>
<td>3</td>
</tr>
<tr>
<td>PSU 7</td>
<td>1</td>
<td>15.5</td>
</tr>
<tr>
<td></td>
<td>15</td>
<td>15</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Second Year</th>
<th>Credits</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall</td>
<td></td>
<td>Spring</td>
</tr>
<tr>
<td>ACCTG 211*</td>
<td>4 ENGL 202D‡‡</td>
<td>3</td>
</tr>
<tr>
<td>ECON 104‡</td>
<td>3 FIN 301*</td>
<td>3</td>
</tr>
<tr>
<td>SCM 200‡#†</td>
<td>4 MGMT 301*</td>
<td>3</td>
</tr>
<tr>
<td>GENERAL EDUCATION COURSE 3</td>
<td>3 MKTG 301*</td>
<td>3</td>
</tr>
<tr>
<td>GENERAL EDUCATION COURSE (GHW) 3</td>
<td>1.5 SCM 301*</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>15.5</td>
<td>15</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Third Year</th>
<th>Credits</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BA 241 &amp; BA 242</td>
<td>4 MGMT 415*</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 410*</td>
<td>3 SCM 460*</td>
<td>3</td>
</tr>
<tr>
<td>SCM 445‡</td>
<td>3 APPROVED ELECTIVE 2</td>
<td>3</td>
</tr>
<tr>
<td>APPROVED ELECTIVE 2</td>
<td>3 INTERNATIONAL BUSINESS COURSE (IL) 1</td>
<td>3</td>
</tr>
</tbody>
</table>
Career Paths

The B.S. in Project and Supply Chain Management is one of only a handful of undergraduate degree programs in this field. Graduates are uniquely prepared to work in project-intensive industries such as construction, insurance, information services and information technology, manufacturing, utilities, pharmaceuticals, third-party logistics, and goods and services distribution operations.

Careers

Employers of recent B.S. in Project and Supply Chain Management graduates include Logistics Plus, Parker Hannifin, Bechtel Plant Machinery, American Eagle, Frito Lay, FairPoint Communications, Pitney Bowes, Spyne, General Electric, Wabtec Railway Electronics, Business Resource Group, Modern Industries, Eddie Bauer, Ferguson Enterprises, Unisys, Eastman Kodak, Tyco Electronics, and IBM.

Opportunities for Graduate Studies

The B.S. in Project and Supply Chain Management can be a starting point for master's- and doctoral-level study of supply chain management, project management, management science, law, organizational behavior, corporate strategy, enterprise architecture, information technology, or another specialized discipline.

MORE INFORMATION ABOUT OPPORTUNITIES FOR GRADUATE STUDIES

Professional Resources

- Project Management Institute (https://www.pmi.org/)

Accreditation

The B.S. in Project and Supply Chain Management offered by the Black School of Business at Penn State Erie, The Behrend College, and Penn State Harrisburg’s School of Business, is accredited by AACSB International—The Association to Advance Collegiate Schools of Business. As the world’s largest business education alliance, AACSB connects educators, students, and business to achieve a common goal: to create the next generation of great leaders. Synonymous with the highest standards of excellence since 1916, AACSB provides quality assurance, business education intelligence, and professional development services to over 1,500 member organizations and more than 785 accredited business schools worldwide. AACSB’s mission is to foster engagement, accelerate innovation, and amplify impact in business education.

MORE INFORMATION ABOUT THE ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS (http://www.aacsb.edu/)

Contact

Erie

BLACK SCHOOL OF BUSINESS
281 Jack Burke Research and Economic Development Center
Erie, PA 16563
814-898-6107
behrendbusiness@psu.edu
https://behrend.psu.edu/school-of-business

Abington

DIVISION OF SOCIAL SCIENCES
1600 Woodland Rd.
Abington, PA 19001
215-421-0030
kmm730@psu.edu
https://abington.psu.edu/majors-at-abington

Beaver
100 University Drive
Monaca, PA 15061
724-773-3591
asp72@psu.edu
http://beaver.psu.edu/pscsm

Brandywine
25 Yearsley Mill Road
Media, PA 19063
610-892-1451
cmo16@psu.edu
https://www.brandywine.psu.edu/academics/bachelors-degrees/project-and-supply-chain-management

Fayette
2201 University Drive
Lemont Furnace, PA 15456
724-430-4245
wsg3@psu.edu
http://fayette.psu.edu/project-and-supply-chain-management

Greater Allegheny
101 Frable Building
4000 University Drive
McKeesport, PA 15132
412-675-9140
GA-Academics@lists.psu.edu
http://greaterallegheny.psu.edu/project-supply-chain-management-bs

Harrisburg
SCHOOL OF BUSINESS ADMINISTRATION
Olmsted Building, E355
Middletown, PA 17057
717-948-6139
cxs879@psu.edu
http://harrisburg.psu.edu/business-administration/supply-chain-management/bachelor-science-project-supply-chain-management

Lehigh Valley
2809 Saucon Valley Road
Center Valley, PA 18034
610-285-5117
maungkmin@psu.edu
https://lehighvalley.psu.edu/academics/degrees/project-supply-chain-management

Mont Alto
1 Campus Drive
Mont Alto, PA 17237
717-749-6050
mad10@psu.edu
https://montalto.psu.edu/academics/bachelors/project-supply-chain-management-degree

New Kensington
3550 Seventh Street Rd
New Kensington, PA 15068
724-334-6158
act29@psu.edu
http://newkensington.psu.edu/4-year-project-supply-chain-management-sap-certificate

Schuylkill
ACADEMIC AFFAIRS
200 University Drive
Schuylkill Haven, PA 17972
570-385-6000
kpf5264@psu.edu
https://schuylkill.psu.edu/academics/degrees/bacc-degrees/project-and-supply-chain-management

Scranton
Business Building 117
Dunmore, PA 18512
570-963-2643
jmw831@psu.edu
https://scranton.psu.edu/project-and-supply-chain-management

Shenango
147 Sharon Ave.
309D Sharon Hall
Sharon, PA 16146
724-983-2806
yuh201@psu.edu
https://shenango.psu.edu/academics/majors-shenango/project-supply-chain-management

Wilkes-Barre
44 University Drive
Dallas, PA 18612
570-675-9291
jlg566@psu.edu
https://wilkesbarre.psu.edu/academics/pscm (https://wilkesbarre.psu.edu/academics/pscm/)

York
221 Grumbacher Building (GISTC)
York, PA 17403
717-771-4115
dxl31@psu.edu

https://york.psu.edu/academics/baccalaureate/project-and-supply-chain-management (https://york.psu.edu/academics/baccalaureate/project-and-supply-chain-management/)