

What is Supply Chain Management?

Have you ever wondered how it is possible that in many instances you can purchase your favorite product at an incredibly low price? If so, the credit should go to the supply chain managers for a job well done!

Supply chain management (SCM) includes coordination of all the activities that take place to get a product in your hands – from the time of raw materials extraction to the minute you pull out your credit card and take the final product home. SCM focuses on planning and forecasting, purchasing, production, transportation, storage and distribution, and keeping track of products as they flow toward you and other consumers.



"Companies today realize the critically important role that Supply Chain plays in the financial performance of the organization. Companies are looking for Supply Chain professionals that can transform their Supply Chain into a source of competitive advantage. CSUN's program in Global Supply Chain Management can provide students a solid foundation for entering into this highly desirable career choice."

Sharon Tyler (Weinstock), CPIM, CIRM
 Head of Supply Chain & Logistics, Nestle Nutrition
 Graduating Class of 1989, Production & Operations Management

Is SCM important for businesses? Absolutely! In today's global economy, companies like Dell, Nokia, Proctor & Gamble, Toyota, and Wal-Mart consider SCM to be a key factor in their success. SCM makes it possible to build and deliver products better, faster, and cheaper. Supply chain managers are the "glue" that connects the different parts of the organization.

Career Opportunities and Potential Employers

Businesses realize that being competitive in the 21st century requires leading-edge thinking around supply chain management and logistics. Companies large and small are looking for talented individuals with a strong mix of education, potential, and motivation to manage and lead their global supply chains.

You will find SCM career opportunities in a variety of organizations such as manufacturing and production companies, service providers, retailers, transportation companies, third party logistics firms (3PL), government agencies, and consulting firms. The array of companies needing supply chain expertise is nearly endless. Successful firms such as Disney, Hewlett-Packard, Boeing, FedEx, Nike, Nestle, and Best Buy are just a few examples of companies that actively hire SCM graduates.

Job Descriptions
First Level Management (0-4 years)
Demand Planner/ Analyst Master Production Scheduler Vendor Managed Inventory (VMI) SCM Analyst Junior Consultant
Middle Level Management (5-10 years)
Sourcing Manager Logistics Manager Project Manager Supply Chain Software Manager Director of Operations Director of Transportation
Executive Level Management (11+ years)
Vice President of Global Logistics

Salary Outlook

Starting salaries for 2007 college graduates majoring in SCM average \$45,800 according to the National Association of Colleges and Employers. As your experience and responsibilities grow, you can expect to earn an average of \$89,300 as a Supply Chain Manager, according to the 2007 Mercer benchmark database for logistics and supply chain positions. At the Executive level, the salary figures are much higher.



SCM Goals – The Seven Rights

In the quest to provide quality service and satisfy customers, world-class companies along the supply chain are guided by the *Seven Rights of Fulfillment*.

If you think about it, every order needs to be executed according to these seven goals. You must attempt to deliver a “perfect order” to every customer every time. Doing it right the first time makes the customer happy, saves the cost of fixing errors, and doesn’t require extra use of assets.



CSUN’s B.S. Degree in Business with an Option in Global Supply Chain Management

Only a limited number of universities in the nation offer a Bachelor’s degree in business with a focus on supply chain management, and CSUN is one of them. Students who choose the Global SCM option will take classes in all areas of business and then specialize in subjects such as logistics and transportation management, supply chain management, quality management and supply chain strategy. For more information about CSUN’s degree program please visit our website at www.csun.edu/scm. If you want to learn more about SCM, you may refer to the Council of SCM Professionals’ website at www.cscmp.org. This website was the source for some of the information in this brochure.

