



CORE FUNCTIONS of BUSINESS VALUE CHAIN

it is about
“How to Get Things Done.”

What is Supply Chain and Logistics?

Every business organization **CREATES VALUE** and **DELIVERS** it to society no matter what the mission statement writes. No single organization completes the entire process alone. Actually, many companies work together from raw material providers, manufacturers, transportation companies, wholesalers to retailers. The nature of their collaboration is encapsulated by *“Supply Chain and Logistics.”* It is about **PRODUCTION** of goods/services, **DISTRIBUTION**, and **COMMERCE**. Since its efficiency drives organizational success, core competency of business organizations is determined in this field.

What you learn:

A supply chain is a network of organizations that procure raw materials, transform them into goods and services, then, deliver the products to customers through distribution systems. Supply Chain Management is the management of flow of materials, information, and funds across the entire supply network. Logistics management is the part of the supply chain process that plans, implements, and controls the efficient flow and storage of products, and related information from the point of origin to the point of consumption to meet customer requirements. Students in this area will develop knowledge in important business processes such as purchasing, transportation, warehousing, business information flow processes, and quality control.



Impact of Supply Chain & Logistics on Kern County:

Kern County's transportation and logistics, as one of top five target industries, is strongly united with oil and agriculture, which continue to be the region's strongest assets. Bakersfield is located in the center of gravity in terms of distribution channels across California. We can reach out to the major population centers in the Bay area, Los Angeles, and San Diego within a driving distance in a day. This is why we are hosting over 50 major distribution and logistics centers for retailers and merchandising companies such as Amazon, Caterpillar, Famous Footwear, IKEA, Ross, and Target supermarket just to name a few. Many opportunities to create value rise in the management of supply chain and logistics network in Bakersfield and Kern County.



50+ Distribution Centers serving **10 Million Consumers** in Bay Area **22 Million Consumers** So. Cal.



"This community demands a specialized workforce and their expertise to control and orchestrate the logistics operations for all Californians and beyond. As such, the prospect for job openings is very positive compared to other industries. According to the Kern Economic Development Center, the region is home to over 25,000 workers in transportation, logistics and manufacturing industries."

- Mr. Richard Chapman, President of Kern Economic Development Corp' -





upon completion of concentration, you have:

1. Solid background **knowledge**,
2. Analytical **skill sets**,
3. **Potential** for solving problems

required to **start career in Supply Chain and Logistics industry.**

Career tracks in Supply Chain & Logistics:

- Supply chain specialist
- Demand manager
- Project manager
- Inventory analyst
- Business process analyst
- Service operations manager in hospitality business
- Operations manager in retail and government org
- Warehouse manager
- Distribution/transportation manager
- Quality control manager
- Project and program manager

Courses required for Concentration: total 15 units

Course name		Units
MGMT 4400	Logistics management	3
MGMT 4450	Purchasing & Supply Chain Management	3
MKTG 4060	Marketing Channels	3
MIS 3400	Fundamentals of Database Systems	3
One elective course among MGMT 4050, 4300, 4600, MKTG 4200 or PPA 4500		3



Faculties

Our faculty is expert educators and researchers, who teach in our undergraduate and MBA program. Through the delivery of meaningful and relevant coursework, our faculty prepares our students to business challenges and empowers learners to produce career-ready graduates.

Dr. Michael H. Way Dr. Mansik Hur Dr. Mohsen Attaran Dr. Yong Choi

Stepping-stones are already placed here for future Runners who are willing to and ambitious enough to explore the world of supply chain and logistics which are the backbone of businesses and society.

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