

The completed and signed proposal should be submitted by the Dean's Office to: curriculumplanning@asu.edu. Before academic units can advertise undergraduate concentrations or include them in their offerings as described in the university catalogs, they must be recommended for approval by the Senate Curriculum and Academic Programs Committee and approved by the Executive Vice President and Provost of the University.

**Definition and minimum requirements:**

A concentration is a formalized selection of courses within a major.

- A concentration requires a minimum of 15 semester hours of which at least 9 semester hours must be upper division. Specialized concentrations (e.g., BIS Concentrations) may have additional or different requirements.
- A concentration is offered by a single unit and is intended exclusively for students pursuing a particular major. If a concentration consists of courses from more than one college the approval of each college Dean is required.

**College/School/Institute:** W. P. Carey School of Business

**Department/Division/School:** Department of Supply Chain Management

**Proposing Faculty Group (if applicable):**

**If this is an official joint degree program?** No, this is not a joint degree program

If "Yes" List all the additional college(s)/school(s)/institute(s) that will be involved in offering the degree program and providing the necessary resources. Note: All units offering this program must have collaborated in the proposal development and completed the appropriate unit and college/school approvals.

**Existing degree type and name of degree program under which this concentration will be established:** BA in Business Current W. P. Carey Fees will apply.

**Proposed Concentration Name:** Global Logistics Management

**Requested effective catalog year?** 2014-15

For deadline dates see: Curriculum Workflow Calendars.

**Delivery method:** On-campus only (ground courses and/or iCourses)

Once students elect a campus or On-line option, students will not be able to move back and forth between the on-campus and the ASU Online options. Approval from the Office of the Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online.

**Campus/Locations:**

Indicate all locations where this program will be offered.

Downtown Phoenix  Polytechnic  Tempe  West  Other:

**Proposal Contact**

**Name:** John Fowler **Title:** Professor of SCM and Chair  
**Phone number:** (480) 965-6044 **Email:** John.Fowler@ASU.edu

**DEAN APPROVAL(S)**

This proposal has been approved by all necessary unit and College/School levels of review. I recommend implementation of the proposed program

**College/School/Division Dean name:** Amy Hillman

**Signature** Amy Hillman **Date:** 11/5/13

**College/School/Division Dean name: (if more than one college involved):**

**Signature** \_\_\_\_\_ **Date:** / / 13

*Note: An electronic signature, an email from the dean or dean's designee, or a PDF of the signed signature page is acceptable.*

**1. Overview****A. Description**

Provide a brief description of the new concentration (including the specific focus of the new concentration, relationship to other concentrations in this degree program, etc).

The W. P. Carey Bachelor of Arts in Business with a Concentration in Logistics Management has been planned to provide students the necessary skills to build knowledge and understanding of the development of the strategic business processes in logistics management and their relationship to the global distribution of goods and services. Logistics management focuses on integration and partnerships necessary to meet customer needs on a timely basis, with relevant and high-quality products produced and delivered in a service-effective manner. Logistics management focuses on integration and partnerships necessary to meet customer needs on a timely basis, with relevant and high-quality products produced and delivered in a service-effective manner.

**B. Demand**

Explain the unit's need for the new concentration (e.g., market demand, research base, direction of the discipline, and interdisciplinary considerations). How will the new concentration complement the existing degree program?

An efficient Logistics Management system – making sure the supply of goods and services flowing through the system closely matches the demand – is critical to the success of global corporations. Logistics Management professionals manage, coordinate, and transport products from raw materials to the finished goods sitting on your local store shelf (or online retailer). Efficient logistics is a key reason you can buy an ever-increasing variety of goods and services at remarkably low prices. Not surprisingly, logistics is also playing a major role in the Health Care industry where efficient, effective delivery systems are gaining significant traction. Before graduation the student can expect to be aggressively recruited by local, national and international firms seeking interns and full-time employees. Logistics Management professionals hold a range of job titles and engage in a wide variety of activities in the private, nonprofit and governmental sectors. The current CEO's of Apple and Wal-Mart are veterans of those organizations' logistics areas.

**2. Support and Impact****A. Faculty governance**

See attached – Memorandum of Verification

**B. Other related programs**

No other programs are affected.

**C. Letter(s) of support**

Provide a supporting letter from each college/school dean from which individual courses, or the entire concentration, are taken.

**3. Academic Curriculum and Requirements**

**A. Knowledge, competencies, and skills**

We will train students to be strategic thinkers, excellent analysts, effective communicators and team leaders who are focused on efficiency, effectiveness and increasing revenue. This Logistics Management program will offer a strong focus on applied elements of the transportation and distribution industry, especially as it relates to its impact on globalized business enterprises. To assess learning of students in this program, writing samples from the SCM 445 Advanced Logistics course will be reviewed to assure that students are able to demonstrate critical thinking and writing skills as well as demonstrate a depth of knowledge and understanding of logistics studies. This program will follow the same assessment plan as the other BA concentrations in business.

**B. Admissions criteria**

New freshmen admitted to this program must meet university entrance requirements. Transfer students from within campus or other institutions must meet university requirements and have a 3.0 ASU and 3.0 Transfer GPA.

**C. Curricular structure**

The B.A. in Business program consists of at least 57 hours of course work distributed between basic skill courses, business core courses, and concentration courses as shown below. Only courses in which a student receives a grade of "C" (2.00) or higher may be used to meet the degree requirements. Students must meet all prerequisites and course requirements as listed in the catalog. At least 30 hours must be ASU credit.

**Basic Skill Courses (24-26 hrs): (No New Courses)**

- Accounting (6 hrs): ACC 231 and ACC 241 or ACC 232 and ACC 242 or ACC 261 and ACC 271
- Computer Information Systems (3 hrs): CIS 105
- Economics (6 hrs): ECN 211 and ECN 212 or ECN 213 and ECN 214
- Mathematics and Statistics (9-11 hrs): MAT 210 or MAT 270; MAT 211 or MAT 271; ECN 221 or an approved statistics course
- WPC 101 (1 hr)

**Required Core Courses for the Degree/Major**

Prefix	Number	Title	Is this a new Course?	Credit Hours
FIN	300	Fund. of Finance (or FIN 302 or FIN 303)	No	3
LES	305	Legal, Ethical & Regulatory issues in Business	No	3
MGT	300	Organization and Management Leadership	No	3
MKT	300	Marketing & Business Performance (MKT 302 or MKT 303)	No	3
SCM	300	Global Supply Operations (or SCM 303)	No	3
		International Business Course	No	3
WPC	301	Business Forum (or WPC 302)	No	1
<i>Section sub-total:</i>				<b>19</b>

**Required Concentration Courses**

Prefix	Number	Title	Is this a new Course?	Credit Hours
SCM	314	Analytics for Logistics	Yes	3
SCM	344	Applied Logistics Management	Yes	3
SCM	354	Procurement of Services	Yes	3
SCM	385	Business and Sustainability I	No	3
SCM	445	Advanced Logistics Management	No	3
MGT	411	Leading Organizations	No	3
<i>Section sub-total:</i>				<b>18</b>

**Elective Concentration Courses**

Prefix	Number	Title	Is this a new Course? (Select one)	Credit Hours
<i>Section sub-total:</i>				<b>0</b>

**Other Concentration Requirements**

E.g. – Capstone experience, internship, clinical requirements, field studies, foreign language skills as applicable	Credit Hours
<i>Section sub-total:</i>	<b>0</b>
<b>Total minimum credit hours required for concentration</b>	<b>18</b>

*Academic Curriculum and Requirements (Continued)*

- D. Minimum residency requirement: 12
- E. Provide a brief course description for each new course.

**SCM 314. Analytics for Logistics.**

The ability to analyze complex information and make high quality decisions is critical for managers as it is no longer enough to rely on intuition or common sense. This course, we will focus upon practical tools for real-world decision-making. Specifically, the student will:

- Build basic excel models to predict an outcome based upon given inputs
- Visualize large scale data to better envision our logistics process
- Use decision support tools such as optimization and simulation to guide us to the best possible solution.

**SCM 344. Applied Logistics Management.**

This class presents a synthesis of the principles in logistics (and supply chain) activities emphasizing the operation and integration of activities such as transportation, inventory, warehousing, facility location, customer service, packaging, and materials handling. All of these activities provide the knowledge for planning, organizing, operating, and controlling supply chains following sound business logistics principles. One goal of this course is to enable students to *incorporate these principles under an overall conceptual supply chain strategy framework*. Another important objective is to develop among students a greater ability to *apply these principles to effectively solve practical supply chain management problems* in practice. To that end, the course incorporates many presentations from supply chain practitioners. Where practical, facility tours and real product demonstrations are included in the course.

**SCM 354. Procurement of Services.**

Firms of all kinds are attempting to improve their competitive positions by strategically managing the flow of services into and within their organizations. This course is built around the topic of managing the supply chain that sources an organization's strategic services – from suppliers of those services through to the final customer. Historically, most managers have viewed their primary responsibilities as lying within their own functions – the result has been sub-optimization. Today, the creation of value often requires careful coordination of activities across the boundaries between functions, business units and firms. In short, organizations that learn how to leverage supplier capabilities can obtain speed, innovation, dependability, flexibility, cost and/or quality benefits that go far beyond those potentially realized from solely optimizing internal operations. This course will help students understand how to develop and manage efficient and effective service supply chains; understand the roles of the various functions (purchasing, operations, logistics, etc.) in managing service resources for competitive advantage; and that the sourcing and logistics functions are of primary importance in the formulation of business and corporate success. Also, students will develop their team, leadership and presentation skills.

Note: All new required courses should be submitted in Curriculum Changemaker and ready for Provost's Office approval before this concentration is put on Curriculum and Academic Programs Committee (CAPC) agenda.

**4. Administration and Resources**

A. How will the proposed concentration be administered (including admissions, student advisement, retention, etc.)?

This concentration will be administered as all our other Bachelor of Arts concentrations with admissions, advising, retention, and career services managed out of the W. P. Carey Undergraduate Programs Office. Because this concentration is located at the West Campus, the W. P. Carey West Campus staff will assure these processes are managed.

B. What are enrollment projections for the next three years?

	<b>1<sup>st</sup> Year</b>	<b>2<sup>nd</sup> Year</b> (Yr. 1 continuing + new entering)	<b>3<sup>rd</sup> Year</b> (Yr. 1 & 2 continuing + new entering)
Number of Students (Headcount)	50	100	150

C. Resources

What are the resource implications for the proposed concentration, including any projected budget needs? Will new books, library holdings, equipment, laboratory space and/or personnel be required now or in the future? If multiple units/programs will collaborate in offering this concentration please discuss the resource contribution of each participating program. Letters of support must be included from all academic units that will commit resources to this concentration.

No new non-personnel resources required. Bandwidth exists to cover the three new sections of SCM courses with existing faculty. All other business courses require no new faculty resources.

D. Primary Faculty

List the primary faculty participants regarding this proposed concentration. For interdisciplinary concentrations, please include the relevant names of faculty members from across the University.

<b>Name</b>	<b>Rank</b>	<b>Degree</b>	<b>Level of Involvement</b>
Goke Adegoke	Associate Professor	Ph.D.	Teach SCM 463: Global SCM; co-coordinate w/ Professor Maltz course implementation
Joseph Carter	Professor	Ph.D.	Teach SCM 354: Procurement of Services; co-coordinate w/ Professor Maltz course implementation
Kevin Dooley	Professor	Ph.D.	Teach SCM 385: environmental sustainability course
John Fowler	Professor	Ph.D.	Teach SCM 314: analytics for logisticians course
Arnold Maltz	Associate Professor	Ph.D.	Teach SCM 344 and SCM 445: subject matter logistics classes

**5. Additional Materials**

**A. Major Map**

Attach a copy of the “proposed” major map for this degree program and each concentration(s) to be offered. Instructions on how to create a “proposed major map” in BAMM can be found in the Build a Major Map Training Guide.

**B. Appendix**

Complete and attach the Appendix document.

**C. Attach other information that will be useful to the review committees and the Office of the Provost.**


**2014 - 2015 Major Map  
Business (Global Logistics Management), BA (Proposed)**

<b>Term 1</b> 0 - 16 Credit Hours <b>Critical course signified by</b>	<b>Hours</b>	<b>Minimum Grade</b>	<b>Notes</b>
CIS 105: Computer Applications and Information Technology (CS)	3	C	<ul style="list-style-type: none"> <li>• An SAT, ACT, Accuplacer, or TOEFL score determines placement into first-year composition courses</li> <li>• ASU Math Placement Exam score determines placement in Mathematics course</li> <li>• ASU 101 or College specific equivalent First Year Seminar required of all freshman students.</li> <li>• See academic advisor for appropriate Student Success course requirement if not a first-time freshman.</li> </ul>
MAT 210: Brief Calculus (MA)	3	C	
ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition	3	C	
WPC 101: Student Success in Business	1		
Historical Awareness (H)	3		
Humanities, Fine Arts and Design (HU)	3		
Term hours subtotal:	16		
<b>Term 2</b> 17 - 31 Credit Hours <b>Critical course signified by</b>	<b>Hours</b>	<b>Minimum Grade</b>	<b>Notes</b>
MAT 211: Mathematics for Business Analysis	3	C	
ECN 211: Macroeconomic Principles (SB) OR ECN 212: Microeconomic Principles (SB)	3	C	
ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition	3	C	
SOC course (SB)	3		
Cultural Diversity in the U.S. (C)	3		
Complete ENG 101 OR ENG 105 OR ENG 107 course(s).			
Term hours subtotal:	15		
<b>Term 3</b> 32 - 47 Credit Hours <b>Critical course signified by</b>	<b>Hours</b>	<b>Minimum Grade</b>	<b>Notes</b>
ACC 231: Uses of Accounting Information I	3	C	
ECN 211: Macroeconomic Principles (SB) OR ECN 212: Microeconomic Principles (SB)	3	C	
PSY course (SB)	3		
COM 100: Introduction to Human Communication (SB) OR COM 225: Public Speaking (L) OR COM 230: Small Group Communication (SB) OR COM 259: Communication in Business and the Professions	3		
Natural Science - Quantitative (SQ)	4		
Complete Mathematics (MA) requirement.			
Term hours subtotal:	16		
<b>Term 4</b> 48 - 61 Credit Hours <b>Critical course signified by</b>	<b>Hours</b>	<b>Minimum Grade</b>	<b>Notes</b>
ACC 241: Uses of Accounting Information II	3	C	
ECN 221: Business Statistics (CS)	3	C	
Literacy and Critical Inquiry (L)	3		
Natural Science - Quantitative (SQ) OR Natural Science - General (SG)	4		
WPC 301: Business Forum	1	C	
Term hours subtotal:	14		
<b>Term 5</b> 62 - 76 Credit Hours <b>Necessary course signified by</b>	<b>Hours</b>	<b>Minimum Grade</b>	<b>Notes</b>



☆ SCM 300: Global Supply Operations	3	C
☆ MGT 300: Organization and Management Leadership	3	C
ENG 302: Business Writing (L) OR ENG 301: Writing for the Professions (L)	3	
Upper Division Humanities, Fine Arts and Design (HU)	3	
Elective	3	
Term hours subtotal:	15	

<b>Term 6</b> 77 - 91 Credit Hours Necessary course signified by	Hours	Minimum Grade	Notes
☆			
☆ SCM 314: Analytics for Logistics	3	C	
☆ SCM 344: Applied Logistics Management	3	C	
MKT 300: Marketing and Business Performance	3	C	
Upper Division International Business Elective AND Global Awareness (G)	3	C	
Elective	3		
Term hours subtotal:	15		

<b>Term 7</b> 92 - 106 Credit Hours Necessary course signified by	Hours	Minimum Grade	Notes
☆			
☆ SCM 354: Procurement of Services	3	C	
☆ SCM 385: Business & Sustainability I	3	C	
FIN 300: Fundamentals of Finance	3	C	
Upper Division General Education Elective	3		
Elective	3		
Term hours subtotal:	15		

<b>Term 8</b> 107 - 120 Credit Hours Necessary course signified by	Hours	Minimum Grade	Notes
☆			
☆ SCM 445: Advanced Logistics Management	3	C	
☆ MGT 411: Leading Organizations	3	C	
LES 305: Legal, Ethical, and Regulatory Issues in Business	3	C	
Upper Division General Education Elective	3		
Upper Division Elective	2		
Term hours subtotal:	14		

- For a list of General Education Elective course options, please visit the following website: <http://my.wpcarey.asu.edu/gened>.

Cannot share Upper Division International Business Elective with concentration course requirements.

**Upper Division International Business Elective**

ECN 306: Survey of International Economics (SB & G)

MGT 302: Principles of International Business (G)

MKT 425: Global Marketing Management (G)

SCM 463: Global Supply Chain Management (G)

**notes:**

- - o Total UD Hours: 51 Upper Division Hours Required for all W. P. Carey School of Business degree programs.
  - o Transfer UD Business Course Hours: 9 Hours Maximum.
  - o Community College Business Hours: 30 Hours Maximum.
  - o Minimum 2.0 W. P. Carey School Business Courses GPA

**Total Hours: 120**

**Upper Division Hours: 45**  
minimum

**Major GPA: 2.00** minimum

**Cumulative GPA: 2.00** minimum

**Total hrs at ASU: 30** minimum

General Studies designations listed on the major map are current for the 2014 - 2015 academic year.

**General University Requirements Legend**

General Studies Core Requirements:

- Literacy and Critical Inquiry (L)
- Mathematical Studies (MA)

General Studies Awareness Requirements:

- Cultural Diversity in the U.S. (C)
- Global Awareness (G)
- Historical Awareness (H)

**Hrs Resident Credit for Academic Recognition:** 56  
minimum  
**Total Community College Hrs:** 64  
maximum

- Computer/Statistics/Quantitative Applications (CS)
- Humanities, Fine Arts and Design (HU)
- Social and Behavioral Sciences (SB)
- Natural Science - Quantitative (SQ)
- Natural Science - General (SG)

First-Year Composition

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**APPENDIX**  
**OPERATIONAL INFORMATION FOR UNDERGRADUATE PROGRAMS**  
(This information is used to populate the Degree Search/catalog website.)

**1. Program Name (Major):** Business (Global Logistics Management), BA

**2. Program Description** (150 words maximum)

An efficient logistics management system – making sure the supply of goods and services flowing through the system closely matches the demand – is critical to the success of global corporations. Logistics management professionals manage, coordinate and transport products from raw materials to the finished goods sitting on your local store shelf (or online retailer). Efficient logistics is a key reason consumers can buy an ever-increasing variety of goods and services at remarkably low prices. Not surprisingly, logistics also plays a major role in the health care industry where efficient, effective delivery systems are gaining significant traction.

**3. Contact and Support Information**

Building Name, code and room number: ( <i>Search ASU map</i> )	FAB N106
Program office telephone number: ( <i>i.e. 480/965-2100</i> )	480/965-6044
Program Email Address:	<a href="mailto:wpcareyug@asu.edu">wpcareyug@asu.edu</a>
Program Website Address:	<a href="http://wpcarey.asu.edu/undergraduate/business-degrees/BA.cfm">http://wpcarey.asu.edu/undergraduate/business-degrees/BA.cfm</a>

**4. Delivery/Campus Information Delivery:** On-campus only (ground courses and/or iCourses)

*Note: Once students elect a campus or On-line option, students will not be able to move back and forth between the on-campus and the ASU Online options. Approval from the Office of the Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online.*

**5. Campus/Locations:** indicate all locations where this program will be offered.

Downtown Phoenix     Polytechnic     Tempe     West    Other:

**6. Additional Program Description Information**

- A. Additional program fee required for this program? Yes W. P. Carey Fees will apply.
- B. Does this program have a second language requirement? No

**7. Career Opportunities & Concentrations**

Provide a brief description of career opportunities available for this degree program. If program will have concentrations, provide a brief description for each concentration. (150 words maximum)

Logistics management focuses on integration and partnerships necessary to meet customer needs on a timely basis, with relevant and high-quality products produced and delivered in a service-effective manner. This program will train students to be strategic thinkers, excellent analysts, effective communicators and team leaders who are focused on efficiency, effectiveness and increasing revenue..Logistics management professionals hold a range of job titles and engage in a wide variety of activities in the private, nonprofit and governmental sectors. The current CEO's of Apple and Wal-Mart previously held logistics-related positions at those organizations. This demonstrates the high value of leaders who understand the importance logistics adds to0 enterprise success.

**8. Additional Admission Requirements**

If applicable list any admission requirements (freshman and/or transfer) that are higher than and/or in addition to the university minimum undergraduate admission requirements.)

New freshmen admitted to this program must meet university entrance requirements. Transfer students from within campus or other institutions must meet university requirements and have a 3.0 ASU and 3.0 Transfer GPA.

**9. Keywords**

List all keywords used to search for this program. Keywords should be specific to the proposed program.

Business, Logistics, Supply Chain

**10. Advising Committee Code**

List the existing advising committee code to be associated with this degree. UGBAWC

*Note: If a new advising committee needs to be created, please complete the following form:*

*Proposal to create an undergraduate advising committee*

**1. First Required Math Course**

List the first math course required in the major map. MAT 210 Brief Calculus

**2. Western Undergraduate Exchange (WUE) Eligible:**

Has a request been submitted to the Provost by the Dean to consider this degree program as eligible for WUE? No  
*Note: No action will be taken during the implementation process with regards to WUE until approval is received from the Provost.*

**3. Area(s) of Interest**

A. Select one (1) primary Area of Interest from the list below that applies to this program.

- |   |   |
|---|---|
| <input type="checkbox"/> <u>Architecture, Construction &amp; Design</u>         | <input type="checkbox"/> <u>Engineering &amp; Technology</u>                |
| <input type="checkbox"/> <u>Artistic Expression &amp; Performance</u>           | <input type="checkbox"/> <u>Environmental Issues &amp; Physical Science</u> |
| <input type="checkbox"/> <u>Biological Sciences, Health &amp; Wellness</u>      | <input type="checkbox"/> <u>Interdisciplinary Studies</u>                   |
| <input checked="" type="checkbox"/> <u>Business, Management &amp; Economics</u> | <input type="checkbox"/> <u>Languages &amp; Cultures</u>                    |
| <input type="checkbox"/> <u>Communication &amp; Media</u>                       | <input type="checkbox"/> <u>Law &amp; Justice</u>                           |
| <input type="checkbox"/> <u>Computing &amp; Mathematics</u>                     | <input type="checkbox"/> <u>Social Science, Policies &amp; Issues</u>       |
| <input type="checkbox"/> <u>Education &amp; Teaching</u>                        |   |

B. Select any additional Areas of Interest that apply to this program from the list below.

- |  |   |
|--|---|
| <input type="checkbox"/> <u>Architecture, Construction &amp; Design</u>    | <input type="checkbox"/> <u>Engineering &amp; Technology</u>                |
| <input type="checkbox"/> <u>Artistic Expression &amp; Performance</u>      | <input type="checkbox"/> <u>Environmental Issues &amp; Physical Science</u> |
| <input type="checkbox"/> <u>Biological Sciences, Health &amp; Wellness</u> | <input type="checkbox"/> <u>Interdisciplinary Studies</u>                   |
| <input type="checkbox"/> <u>Business, Management &amp; Economics</u>       | <input type="checkbox"/> <u>Languages &amp; Cultures</u>                    |
| <input type="checkbox"/> <u>Communication &amp; Media</u>                  | <input type="checkbox"/> <u>Law &amp; Justice</u>                           |
| <input type="checkbox"/> <u>Computing &amp; Mathematics</u>                | <input type="checkbox"/> <u>Social Science, Policies &amp; Issues</u>       |
| <input type="checkbox"/> <u>Education &amp; Teaching</u>                   |   |

The following fields are to be completed by the Office of the Executive Vice President and Provost of the University.

CIP Code: \_\_\_\_\_

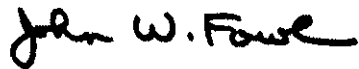
Plan Code: \_\_\_\_\_

## Memorandum of Verification

September 25, 2013

This is to verify that the proposal for a Bachelor of Arts in Global Logistics Management has been reviewed by the W. P. Carey Department of Supply Chain Management's faculty during the September 17<sup>th</sup> faculty meeting, in accordance to the department's by-laws. The faculty voted unanimously in favor of the proposed degree.

Sincerely,



John W. Fowler  
Chair, Supply Chain Management  
W. P. Carey School of Business  
Arizona State University