

**UNDERGRADUATE NEW PROGRAM
MAJOR OR MINOR OR CONCENTRATION
*Within an Existing Degree Program****

**For a new degree program or new CIP code designation, in addition to EPC program and course forms you must complete all procedures and forms found in the "SCHEV Guidelines."*

Proposal for a New Program

Department	MANG, MARK & ISYS, CBE	Submission Date	2/4/13
Degree	BSBAM	Program Name	Supply Chain Management Endorsement
Major <input type="checkbox"/>	Minor <input type="checkbox"/>	Concentration <input type="checkbox"/>	
Semester of Implementation	Fall 2013		

- I. Outline of the proposed major, minor or concentration including catalog copy.
Attach extra sheets.

- II. New courses which will be proposed as part of this program. Be sure to submit a separate proposal for each course using the appropriate forms. *Attach extra sheets.*

None. Endorsement will be made up entirely of existing courses.

- III. Rationale for the program:

Continuing refinements in logistics and supply chain management (SCM) have contributed significantly to rising standards of living by improving distribution of goods and service, by reducing costs involved in distribution and by improving sustainability by reducing the amount of natural resources tied up in the distribution system. Virginia's central location, deep water ports, extensive air and surface transportation infrastructure, and numerous sites suitable for facilities makes the field a likely source of many high-paying, rewarding careers. This program would provide Longwood alumni with documentation of their preparedness to take entry level management positions. The content of the endorsement program will be developed and maintained by the Longwood Logistics Center as part of its mission to interface with the Commonwealth Center for Advanced Logistics Systems (CCALS), of which Longwood University is a founding member.

- IV. Resource Assessment
 - A. Estimate additional staff requirements for this program.

None

- B. Estimate the amount and cost of equipment, library resources, computer hardware and software, and other resources that will be required to carry out this program.

Equipment, software, etc. is being funded by the state of Virginia under separate allocation.

V. Anticipated enrollment in program after five (5) years. 80 (20 per year group)

VI. Affected Departments or Programs. If the proposed program could have an impact on other departments or programs, the appropriate affected chairs or program directors should be notified of the proposed changes. Where teaching licensure may be affected, the licensure officer should also be notified.

Licensure Officer _____ Date Notified _____

List other departments/programs that might be affected:

Library – current access to books and journals will probably be sufficient

IITS – access to simulation and enterprise resource planning (ERP) software will be required

Individuals contacted and date contacted:

VII. Library notification: The library liaison for the proposing department must be notified:

Liaison _____ Date notified _____

SIGNATURE PAGE
UNDERGRADUATE NEW PROGRAM
MAJOR OR MINOR OR CONCENTRATION

Department MANG, MARK & ISYS, Program Name Supply Chain Management
CBE Endorsement

VII. Approvals

	Date Received	Date Approved	Signature
1. Department Curriculum Committee Chair	_____	_____	_____
2. Department Chair	_____	_____	_____
3. College Dean	_____	_____	_____
4. College Curriculum Committee	_____	_____	_____
5. Educational Policy Committee	_____	_____	_____
6. Faculty Senate	_____	_____	_____
7. *VPAA	_____	_____	_____
8. OAIR notified	_____	_____	_____
9. *BOV/SCHEV - VPAA will submit materials for approval			
10. Date received by Registrar	_____		

*New degree programs, Spin-off or new CIP codes must be submitted to BOV & SCHEV)

All curriculum proposals/changes are processed in the date order received. In order to be included in the next academic year's catalog, all paperwork must be submitted no later than:

February 1st to the College Curriculum Committee
March 1st to the Educational Policy Committee (EPC)

Submission within the deadlines does not guarantee processing in time for the next academic year's catalog. For new degree programs that must go to SCHEV for approval, entry into the catalog may not occur for at least another year.

Outline of the Proposed Endorsement Program

Proposed catalog copy:

The Endorsement in Supply Chain Management provides an aspiring manager in logistics and supply chain management with a coherent body of knowledge relating to various aspects of these dynamic fields. Students will normally complete the prerequisites for the courses that qualify them for the endorsement as part of a Major or Minor in Business Administration. Students completing other majors may need to complete an additional 9 to 12 credits of prerequisites.

Longwood Undergraduate Endorsement in Supply Chain Management

Required (2):

MANG 363 – Introduction to Management Science

Course Description: Concepts and techniques of management science commonly used in managerial decision making with a focus on application. Topics include linear programming, transportation method, assignment model, forecasting, PERT/CPM, queuing models and simulation. Prerequisites: MATH 301. 3 credits.

MARK 385 - Marketing Channels Management

Course Description: Application of marketing and managerial strategies and functions to the activities involved in operating an organization's channel of distribution. Areas to be covered include channel strategies, objectives, and design; channel organization and maintenance; and logistics, including physical distribution and material management. Prerequisite: MARK 380 or permission of instructor. 3 credits.

Select 2 electives from the following:

FINA 351 – Risk Management

Course Description: An introduction to the fundamentals of risk management. General understanding of the varied applications of the principles of insurance to situations involving risk. Prerequisite: FINA 350. 3 credits.

MANG 364 – Negotiations and Conflict Management

Course Description: A study of negotiation and conflict resolution theory and application in various settings, with simulations. Demonstrations and role plays provide for skill development as managers resolving conflict for themselves, with subordinates, and in teams. Course also covers designing organizational systems to manage conflict. Prerequisite: None. 3 credits.

MANG 463 – Project Management

Course Description: Concepts and techniques to plan, organize, lead, control, and terminate projects. Topics include project planning and initiation, network models, resource balancing and allocation, and performance measurement. Knowledge of concepts is strengthened with the use of Microsoft Project. Prerequisites: MATH 171 and MANG 360. 3 credits

MANG 469 – Entrepreneurship

Course Description: An introduction to the essential functions of business planning for success in entrepreneurial endeavors. Students will learn concepts related to the planning organizing, financing, and management of a small business, as well as concepts related to marketing their business. Students will develop a start-up business plan during the course to test the feasibility of their business concept and to act as the blueprint for a potential start-up venture. Prerequisite: ACCT 240 and junior or higher standing. 3 credits.