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REQUEST TO MERGE THE BACHELOR OF SCIENCE PROGRAM IN LOGISTICS AND SUPPLY CHAIN MANAGEMENT AND THE BACHELOR OF SCIENCE PROGRAM IN OPERATIONS AND SUPPLY CHAIN MANAGEMENT AT IOWA STATE UNIVERSITY

Action Requested: Consider approval of the request by Iowa State University to merge the Bachelor of Science Program in Logistics and Supply Chain Management and the Bachelor of Science Program in Operations and Supply Chain Management in the College of Business' Department of Logistics, Operations, and Management Information Systems. The proposed new program is the Bachelor of Science Program in Supply Chain Management.

Executive Summary: The request to merge the two programs results from the fact that there are minimal curriculum differences between the two programs. Furthermore, offering two undergraduate degrees in these highly related programs has resulted in inefficiencies in faculty resource use and smaller enrollments in each program. The proposed merger will permit the College of Business to provide a more attractive and understandable choice for students interested in careers as supply chain professionals. This request has been reviewed by the Board Office and the Council of Provosts and is recommended for approval.

This request addresses the Board of Regents Strategic Plan objective (1.1) to "offer high-quality programs through ongoing program improvement for undergraduate, graduate, professional, and non-degree students and special school students."

Background:

◇ Description of existing programs. Both programs are designed to teach students the knowledge and skills related to the management of efficient flow of materials and products through industrial and economic systems.

📖 *Logistics and Supply Chain Management (LSCM)* is a discipline concerned with the efficient flow of materials. Logistics management assumes the systems approach to the management of a variety of activities, such as inventory control, warehousing, traffic management, location analysis, packaging, materials handling, and customer service. The study of logistics and supply chain management serves as a specialized program for those students who plan careers in transportation or logistics with shippers, carriers, and government agencies. It is a broad-based educational program that emphasizes the managerial and conceptual aspects of logistics systems and their effect on the supply chain.

📖 *Operations and Supply Chain Management (OSCM)* is the discipline concerned with the planning, control, and implementation of processes used to transform materials into finished goods and services. Operations principles apply to manufacturing, service industries, and government sectors. This program focuses on the application of these principles in manufacturing systems. Students learn how to manage labor, equipment, materials, and the information systems infrastructure required to deliver products efficiently and satisfy customer needs. It is a broad-based educational program that emphasizes the understanding of manufacturing planning and control systems, continuous process improvement techniques, lean manufacturing methods, and strategic quality management systems, and other manufacturing practices.

- ◇ Need for proposed change. The changing business processes in the global economy have led companies to create integrated supply chains in which the knowledge and skills in logistics, operations, and supply chain management are increasingly converging.
- ◇ Description of proposed name. The Association of Operations Management, *APICS*, defines supply chain management as the “design, planning, execution, control, and monitoring of supply chain activities with the objective of creating net value, building a competitive infrastructure, leveraging worldwide logistics, synchronizing supply with demand, and measuring performance globally.”
- ◇ Program objectives. The proposed merger will result in an updated and focused curriculum which will provide a more attractive and understandable choice for students interested in careers as supply chain professionals. The proposed changes will reflect the trend at other business schools and closely align the undergraduate program with the vision and goals of the department to become one of the top supply chain management programs in the country.
- ◇ Comparable name at other institutions. No other undergraduate programs in supply chain management are offered in Iowa. Michigan State University and Eastern Michigan University, among others, offer undergraduate programs in Supply Chain Management.
- ◇ Proposed date of implementation. If the proposed merger is approved, the new program will be implemented in Fall 2010.
- ◇ Changes in program configuration. The proposed merger will result in one new course (Supply Chain Management 301) which is a combination of LSCM 360 (Business Logistics) and OSCM 320 (Production/Operations Management). Both of the latter courses will be dropped.
- ◇ Effect on students. Students who declared LSCM or OSCM as their major as of Fall 2009 will be able to complete their degrees because all of the required and elective courses will be offered under the new SCM program. Students who completed either LSCM 360 or OSCM 320 as of Fall 2009 will be required to take the opposite course in Spring 2010 to complete the degree requirement under the current curriculum. Students who had either LSCM 360 or OSCM 320 as of Fall 2009 but could not complete the opposite course in Spring 2010 will be required to take SCM 301 to meet the degree requirement. The new single major will accommodate all students in the existing majors. ISU has indicated that no students will be negatively affected by the proposed changes.
- ◇ New funds not needed. No new resources will be needed for the proposed merger.