SUPPLY AND VALUE CHAIN MANAGEMENT CONCENTRATION

Prepare to work at firms with extensive supply, materials and distribution management activities. You’ll learn about—and experience—logistics planning, supply chain analysis, project management and other operations issues.

:: ABOUT THIS CONCENTRATION

SUPPLY AND VALUE CHAIN MANAGEMENT

TCU’s supply chain program was ranked in the nation’s top 15 programs specializing in business operations, according to The Princeton Review’s survey of student satisfaction in 2010.

INDUSTRY EMPHASIS AREAS

In addition to your concentration in supply and value chain management, you can choose to add an industry emphasis that includes 6-9 hours of elective courses focused on a specific industry. Many electives in the emphasis areas are taught by industry insiders or feature guest presentations by industry executives. Emphasis areas include:

- Energy
- Health care
- Real estate
- Consulting
- Entrepreneurship

:: STAND AND DELIVER

NEELEY & ASSOCIATES CONSULTING

Develop your business experience while tackling meaningful projects for paying clients ranging from Fortune 500 corporations to area nonprofits. As part of a team, you’ll apply the concepts you’ve learned in class and leverage your own work experience to address a key strategic or operational challenge for your client. Experienced consultants from leading global firms, usually Neeley alumni from Accenture, check in at key project milestones to provide mentoring and coaching support. Sample projects:

LOCKHEED MARTIN AERONAUTICS :: Identifying and assessing industrial supply chain best practices. The team conducted macro-view, industry-wide research to determine best practices from a standpoint of configuration, modeling, simulation and optimization. The consultants recommended cost-effective approaches to implement a supply chain system for the Joint Strike Fighter program.

SAFETY-KLEAN :: Assessing the return materials authorization process. The consultants assessed the process used to report, repair and replace broken handheld devices used by 1,500+ drivers to scan and fulfill orders, track waste and print receipts. The team reduced turnaround time for handheld replacements, simplified the notification and tracking process, and reduced the costs of shipping.

BELL HELICOPTER :: Evaluating employee store merchandise branding. Consultants evaluated and redesigned the supply chain process for the employee discount ticket program and Bell logo merchandise. The project included selecting a vendor, automating payments and setting up inventory management systems.

:: LEARN MORE :: MBA.TCU.EDU/STANDANDDELIVER
CASE COMPETITIONS

TCU teams compete in national case study contests against other top business schools, usually with the opportunity to present their ideas to a tough-minded panel of industry executives.

Last year TCU competed for prestige, cash prizes and networking opportunities with fellow students and industry professionals in the University of Arkansas International Graduate Logistics Case Competition.

NEELEY CONNECTIONS

Test your executive mindset during Neeley Connections live case studies. You’ll brainstorm alongside business leaders to solve problems currently faced by companies such as GameStop and Southwest Airlines. You’ll think on your feet and learn how top execs approach complex problems. Other companies recently presenting cases:

- TranSystems, Jeremy Beard, sales and marketing manager
- McKesson, Eric Davis (EMBA ’07), director of sales and support tech
- First Command, Greg Meyer, principal and district adviser
- CB Richard Ellis, Jack Fraker, vice chairman
- IBM, Walter Merrill, director
- Frito-Lay, Ralph Goedderz (MBA ’97), VP for supply chain finance

For Lockheed Martin Aeronautics, TCU MBAs strategized how to control the media frenzy following a leak about a technical problem that would force the redesign of several components. TCU students worked through the entire process from managing the media to fast-tracking manufacturing changes.

C-LEVEL CONFIDENTIAL

Be ready to make an important impression. Our students are prepared to discuss industry trends, even with senior-level execs. Through small-group dinners—and candid conversations—with corporate executives, you will gain sound career advice and add powerful connections to your personal network. Recent visitors include:

- Procter & Gamble, Keith Harrison, global product supply officer
- Bell Helicopter, John Harrison, president and CEO
- Sodexho, Lorna Donatone, COO and president, education market
- The Perot Group, Ross Perot, Jr., chairman

INTEGRATIVE PROJECT

This weeklong business simulation tests everything you’ve learned in your first semester. Your team will develop a manufacturing and pricing strategy, identify key markets, and then face the market-oriented curveballs thrown your way.

At the end of the project, you’ll present to recruiters from Bell Helicopter, American Airlines, Dean Foods, Energy Future Holdings, JCPenney, Ericsson and other companies. For many students, the integrative project is a first connection to lining up internship interviews.

INTERNATIONAL TRIPS

TCU travel courses, held between semesters, introduce you to the complexities of doing business around the globe. You’ll meet with executives at multiple companies to learn about business practices and opportunities in each country.

In Santiago, Chile, learn about risk management and consulting in emerging markets from Omar Mata (MBA ’02), manager, financial transformations-Americas, Deloitte. In India, spend hours discussing trends in developing economies with Tushar Poddar, chief economist, Goldman Sachs. Or explore multinational corporate strategies in Geneva with Laurent Attias (MBA ’94), president, Alcon-EMEA (Europe, Middle East and Africa). Study trips travel to:

- Chile
- India
- China
- Italy
- Dominican Republic
- South Africa

:: MAKE CONNECTIONS

STUDENT ORGANIZATIONS

The Student Organization for Supply Chain Studies works closely with the Graduate Career Center to identify targeted companies and schedule visits with corporate execs. The group also brings industry experts such as Rick Farr, senior HR manager, supply chain management at JCPenney, to campus as guest speakers. Here’s a list of clubs:

- Student Organization for Supply Chain Studies
- Capital Markets Club
- Entrepreneurship EDGE Club
- Graduate Real Estate Club
- MBA Energy Club
- MBA Marketing Association
- National Association of Women MBAs
- MBA Health Care Club

CAREER TRIPS

LOS ANGELES :: Supply chain club members traveled to California for a tour of the L.A. Port and a private boat tour hosted by Tom Harrold, director of West Coast marine and terminal operations for CMA CGM, one of the world’s top-three global carriers with operations on all of the world’s oceans.

DON’T FORGET DFW :: With such a rich job market at home, it only makes sense that student organizations work with the Graduate Career Center to visit companies—and connect with major corporate leaders—in the Dallas-Fort Worth metroplex. On a recent visit to Alcon Labs, students learned about international markets and the process needed to translate science into business. At Dr Pepper and Michael’s, students learned about logistics in the company distribution centers. Our MBAs followed products from research and development through the packaging process.

:: SUPPLY AND VALUE CHAIN MANAGEMENT
CENTERS AND CONFERENCES

SUPPLY AND VALUE CHAIN CENTER :: The center invites MBA students to attend Executive Forum events and interact with industry professionals. It also offers a scholarship for a student to attend a national supply chain conference and hosts career roundtable networking events.

GLOBAL SUPPLY CHAIN CONFERENCE :: This annual conference draws leading industry and academic experts to the Dallas-Fort Worth metroplex to present best practices and network with other supply chain leaders, faculty and students. Past experts include Jacqueline Faseler, global director-Supply Chain Technology Center, Dow Chemical Company; Fabiana Feld, chief investment officer, International Finance Corporation; and Tony Fernandez, senior vice president, operations excellence, Kraft Foods.

:: GET HIRED

CAREER PREP AND COACHING

GRADUATE CAREER CENTER :: Once you’ve earned your MBA, you’ll be competing on a whole new level. Your personal career coach will help you master the latest job-search strategies, transition into new functional areas or industries, and make the corporate connections that lead to internships and offers. Our career specialists organize meetings with hiring managers across the country, schedule company reps for on-campus interviews and presentations, and serve as your on-site strategists at national career conferences.

SUPPLY CHAIN CAREER EXPERTS :: In addition to the resources of Neeley’s Graduate Career Center, you can strategize one-on-one with expert career consultants with direct experience in the supply chain industry.

JUMP START BOOT CAMP :: This boot camp, held before classes begin during the START Workshop, delivers an early understanding of MBA-level supply chain career opportunities. You’ll meet with faculty for a comprehensive look at the TCU supply chain curriculum, hear from expert consultants on industry career trends, and interact with a panel of executives from top firms such as American Airlines, The Dannon Company and Healthpoint. And even though classes have not yet begun, be ready for your first case competition, presented by a corporate sponsor such as GameStop.

SUPPLY CHAIN BOOT CAMP :: Interviewing for internships begins as early as the national career fairs, held just weeks after classes begin. So if you are changing careers, how can you be conversant in your new field in just a few weeks? This intensive full-day immersion program ensures that you’ll be ready to shine in your interviews. Top managers and TCU alumni from companies like Alcon, Celanese and A.T. Kearney will be on hand to explain the “must know” issues from their industries, the skills you need to showcase, and the keys to landing a supply chain internship. Neeley faculty members provide topical overviews of key subjects to come later in the curriculum.

LUNCH AND LEARN PRESENTATIONS ON CAMPUS :: You’ll meet with alumni and other executives from your targeted industry in a small-group, informal lunch gathering. Recent participants ranged from Carmen Marin, recruiter at H-E-B, to Tom DeCaro, executive vice president of supply chain at Michael’s.

NEELEY PROFESSIONAL DEVELOPMENT CENTER :: Strong presentation skills increase your marketability—and your effectiveness on the job. That’s why presentation experts are on hand in the Neeley Professional Development Center to coach your performance. Before you graduate, you will have presented to corporate leaders dozens of times.

CAREERS

PROVEN RESULTS :: More than 90 percent of TCU MBAs landed full-time positions within 90 days of graduation in 2011.

INTERVIEWING COMPANIES :: TCU’s extensive industry connections link you with supply chain jobs. Recent interviewing companies include Sabre Holdings, American Airlines, Hewlett Packard, United Technologies, Haggar Clothing, Walmart, JCPenney, Luminant, Delta Airlines and others.

ALUMNI :: The Neeley School’s alumni network—15,000 strong and growing—stretches across the country and around the globe. Recent alumni include David Boelens (MBA ’11), Supply Chain Leadership Development Program, Raytheon; Melissa Miro (MBA ’11), commodities manager, American Airlines; Cherie Cao (MBA ’11), demand analyst, Haggar Clothing; Will Brannan (MBA ’11), sourcing specialist, Schlumberger; Steve Maricle (MBA ’11), supply chain IT engineer, Hewlett Packard.
:: EXPLORE YOUR ACADEMIC PROGRAM

FEATURED FACULTY

NANCY NIX :: In addition to her impressive academic credentials, Dr. Nancy Nix has an extensive professional career that includes 15 years with DuPont in managerial roles throughout the supply chain (manufacturing, customer service, contracted manufacturing and distribution, sourcing and corporate planning). Her international experience includes a position with Reliance Industries in Mumbai, India, working on logistics planning for a major multiplant expansion at a petrochemical site in Gujarat, India.

She is now an active consultant working with a number of companies in sales forecasting management and supply chain strategy development. Dr. Nix serves on the advisory board of DSC Logistics, a privately held 3PL that serves Fortune 500 companies in multiple industries, with a strong focus on food and beverage and health care. She was recently named the chairman of the board of the Council of Supply Chain Management Professionals, a 9,000-member professional organization.

Dr. Nix is a dedicated teacher who has received MBA Faculty Awards for teaching and innovation in curriculum development. She has also received the Outstanding Contribution to Logistics Education award from the Council of Supply Chain Management Professionals.

COURSES

SUPPLY AND VALUE CHAIN MANAGEMENT :: The goal of these courses is to prepare students to work in the area of supply and value chain management at firms with extensive supply, materials and distribution management activities. Firms in service or manufacturing, retailing and transportation industries, as well as major consulting and technology companies, are potential employers for supply and value chain graduates.

The student must complete 13.5 credit hours as specified below:

YEAR 1 :: FALL SEMESTER (1.5 CREDITS)
INSC 70600 Supply Chain Analytics (1.5)

YEAR 1 :: SPRING SEMESTER (4.5 CREDITS)
INSC 70630 Demand Forecasting Management (1.5)
INSC 70650 Strategic Sourcing and Procurement (1.5)
INSC 70430 Supply Chain Operations Management (1.5)

YEAR 2 :: FALL SEMESTER (4.5 CREDITS)
INSC 70620 Supply Chain Information Tools and Technologies (1.5)
INSC 70610 Logistics and Transportation (1.5)
INSC 70640 Global Supply Chain Management (1.5)

YEAR 2 :: SPRING SEMESTER (3 CREDITS)
INSC 71000 Project Management (1.5)
INSC 70660 Supply and Value Chain Strategy (1.5)

PLUS 4.5 credits to be taken at any time from the following electives:

INSC 70970 Special Problems in INSC: Enterprise Resource Planning (1.5)
INSC 71010 Program Management (1.5)
INSC 71020 Six Sigma Green Belt for Managers (1.5)
INSC 70970 Special Problems (1.5)
ACCT 70020 Cost Systems and Analysis (1.5)
FINA 70563 International Finance (3)
MANA 70610 Essentials of Negotiation (1.5)
MANA 70760 Transformational Leadership (1.5)
MARK 70720 New Product Development (1.5)
MARK 70140 Managing Service Excellence (1.5)
MARK 70200 Managing Customer Selection and Value (1.5)
MARK 70750 International Marketing (1.5)

PLUS 12 credit hours from any MBA or MAC elective courses.

Total elective credits = 30 hours

This course listing provides an overview of concentration offerings. Specific course requirements may change after printing. For the most recent curriculum, visit our website at neeley.tcu.edu/mbacurriculum.

:: LEARN MORE

EXPLORE TCU’S STAND-AND-DELIVER MBA
tcu.mba.edu/standanddeliver

QUESTIONS?
Neeley MBA Admissions Office
Texas Christian University
Neeley School of Business
TCU Box 298540
Fort Worth, Texas 76129
817-257-7531
1-800-828-3764, ext. 7531
Fax 817-257-6431
mbainfo@tcu.edu

:: SUPPLY AND VALUE CHAIN MANAGEMENT