

COLLEGE of  
CHARLESTON

**PROGRAM PLANNING SUMMARY**  
**SUPPLY CHAIN MANAGEMENT**  
**Bachelor of Science (BS), Artium Baccalaureatus (AB)**

A handwritten signature in blue ink on a light yellow background, reading "P. George Benson".

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P. George Benson, President

Submitted June 7, 2013  
Revised June 24, 2013

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**Institution:** College of Charleston

**Program Title:** Supply Chain Management

**Designation:** New Program, undergraduate, 4-year

**Type of Degree:** Bachelor of Science (BS), Artium Baccalaureatus (AB)

**Proposed Date of Implementation:** Fall 2014

**CIP Code:** 520203

**Supplemental Palmetto Fellows Scholarship and LIFE Scholarship awards:** No

**Delivery Mode:** Traditional Instruction

## **Justification**

### **The Need for the Program in the State**

The Port of Charleston is one of the busiest container ports along the Southeast and Gulf coasts and, indeed, in the United States. International trade through the State Ports Authority (SPA) facilities provides 260,800 jobs paying \$11.8 billion in wages to South Carolinians. Furthermore, trade pumps \$45 billion into the state's economy and generates \$1.5 billion in state and local taxes. For the 700 South Carolina companies throughout the state that regularly ship products through the SPA, the port is a pivotal part of their respective supply chain. These firms rely on hundreds of additional transportation and related firms to facilitate the movement of goods into and out of the port<sup>1</sup>.

In March 2013, the College of Charleston School of Business hosted the South Carolina Supply Chain Summit where representatives from BMW, Michelin North America, Boeing, Horizon Lines, MVP Group International and other key South Carolina businesses met with faculty and administrators in higher education to discuss mutual needs and interests. SC Secretary of Commerce Bobby Hitt challenged higher education to fill a critical gap: there are more jobs in supply chain management and operations than there are qualified graduates to fill them. In particular, businesses in South Carolina need employees with specific knowledge, skills, and experience in logistics, transportation, quantitative analysis, and enterprise management systems. The new major in Supply Chain Management will benefit the state, region, and students at the College of Charleston. Students will be better prepared for employment in the rapidly growing area of supply chain management. Industry leaders will have a larger pool of qualified graduates they need to manage increasingly complex and competitive supply chains.

### **Relationship of the Proposed Program to Other Related Programs within the Institution**

The new program in Supply Chain Management will replace an existing Global Logistics and Transportation concentration of the B.S./A.B. degree in Business Administration; the minor in Global Logistics and Transportation will be re-named Supply Chain Management. The major will be organized around a foundation of common core requirements in the School of Business as well as specialized courses such as Intermodal Transportation, Global Logistics Management, Global Supply Chain Strategy, among others. This program will join six other specialized majors in International Business, Accounting, Hospitality and Tourism Management, Economics, Finance, and Marketing in addition to a general Business Administration program.

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<sup>1</sup> <http://www.scspace.com>

### **Extent to Which the New Program Duplicates Existing Programs in the State**

There is no direct duplication within the state of South Carolina. Francis Marion University has a focus in Supply Chain and Operations Management in their School of Business that is heavily focused on production. The Clemson Institute for Supply Chain Optimization and Logistics (CISCOL) and the University of South Carolina's Center for Global Supply Chain and Process Management offer supply chain research-oriented programs intended for professional and graduate education. Georgia Southern University's (GSU) Logistics and Intermodal Transportation major in their BBA program is the similar to our program. In fact, faculty and staff from the College of Charleston assisted in development of GSU's intermodal program a number of years ago. Most other notable and established supply chain undergraduate programs (e.g., Michigan State University, The Ohio State University and The University of Tennessee-Knoxville) are located at large "Research 1" institutions that do not offer the same liberal arts and sciences experience found at the College. In addition, none of these institutions are located in a major port city, thus lacking one of the primary draws of this new major: the opportunity to study transportation, logistics, and supply chain management in a location where discipline-specific internships, part-time jobs, and shadowing opportunities abound. However, even with multiple programs, employer demand is not currently being met.

### **Program Demand and Productivity**

At the end of spring 2013, twenty students were pursuing either the minor or concentration in Global Logistics and Transportation, with that number likely to reach 32 by fall 2013. Expanding the curriculum to offer a major will increase the program's attractiveness to students. Virtually all of the students presently enrolled have said they would have selected the major had it been available. We expect that student demand for the major will grow quickly as students learn about employment opportunities. We estimate 40 graduates per year by Year 4. Early enrollment in the new major will come from students who would have otherwise chosen an alternative business degree. Moving forward, our expectation is that our location in a major port city, together with our strong business ties to world-class firms like BMW, Michelin and Boeing, will attract new students to the College who enroll specifically because of the Supply Chain Management program.

### **Employment Opportunities for Graduates**

Supply Chain Management is an area of study that is on the cutting edge of business practice. Bureau of Labor Statistics (BLS) ten-year employment projection data (2010-2020) demonstrates stronger than expected growth in related occupations such as Logisticians (+26%), Business Operation Specialists (+18%), Operations Research Analysts (+15%), Transportation, Storage and Distribution Managers (+10%) and Purchasing Managers (+6%).<sup>2</sup> Importers, exporters, retailers and manufacturers--particularly Fortune 1000 companies, are recruiting top logistics graduates. In fact, consistent with the earlier discussion of growing international trade, a recent U.S. News and World Report career guide predicts that employment in logistics and supply chain management will increase 25.5% by 2020.<sup>3</sup> Locally, the future employment trends are even stronger based on data provided by the Charleston Regional Competitiveness Center. Transportation and logistics is among the "strong, advancing" industry clusters in the Charleston

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<sup>2</sup> Bureau of Labor Statistics, Selected Occupational Projections Data for Logistics 2013, <http://data.bls.gov/oep/noeted>

<sup>3</sup><http://money.usnews.com/careers/best-jobs/rankings/the-100-best-jobs?page=8>

region.<sup>4</sup> Internship opportunities will provide students with direct experience increasing the likelihood of employment following graduation.

### **Articulation and Inter-institutional Cooperation**

In preparation for the South Carolina Supply Chain Summit, the School of Business at the College of Charleston contacted Clemson, Francis Marion, and USC as well as several technical colleges to begin collaboration across the respective logistics and supply chain programs to better serve the business needs of South Carolina. What became clear by the end of the summit was that each of the four-year schools has a different programmatic orientation (industrial engineering versus business, for example) that allows for extensive collaboration without duplication. The technical colleges are primarily focused on workforce development in the supply chain arena, although some campuses offer transfer business programs that would allow students to complete their first two years then transfer to the College of Charleston to finish the Supply Chain Management major within a total of four years. Adding the supply chain major will increase the availability of a highly desirable program within South Carolina and will provide students with a degree that will be very attractive to prospective employers.

### **Estimate of Costs**

No new costs are anticipated with implementing the proposed major in Supply Chain Management. The College of Charleston has already made an initial investment in the program with two faculty hires; one began in August 2012 and the second will begin in August 2013. No additional physical plant, equipment, or other facilities are required to accommodate the new Supply Chain Management major.

### **Curriculum**

The proposed curriculum will be primarily constructed with existing courses offered in the School of Business and will be fully detailed in the complete proposal. Below is a summary of curriculum for the Supply Chain Management major totaling 51 credit hours. A minimum of 122 credit hours are required to earn the BS or AB degree.

**Core Business Requirements** 12 courses, 36 credits  
(Microeconomics, Macroeconomics, Financial Accounting, Managerial Accounting, Legal Environment of Business, Business Statistics, Production/Operations Management, Global Management of Technology, Management/Organizational Behavior, Marketing Concepts, Purchasing, and Business Finance)

**Core Supply Chain Major Requirements** 4 courses, 12 credits  
(Intermodal Transportation, Global Logistics Management, Supply Chain Concepts; Global Supply Chain Strategy)

**Additional Supply Chain Major Requirements** 1 course from the following  
(Supply Chain Internship, International Business, International Financial Markets, Quantitative Methods/Decision Making, International Economics)

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<sup>4</sup> Charleston Regional Competitiveness Center, 2012, <http://charlestonregionaldata.com/industry-clusters>.