

B.S. in Supply Chain and Logistics

Academic Program Guide for **New First-Year Students** (Effective Fall 2021) Department of Marketing and Business Information Systems

Students who entered Rowan University prior to Fall 2021 should follow the guide for their program and start year in consultation with their advisor.

Rowan University Graduation Requirements for all Majors / Degrees

- Students must complete at least 120 semester hours (sh) of coursework that apply to their Rowan University degree.
- Students must have a cumulative GPA of at least 2.0 in Rowan University coursework. (Transfer courses/credit do not count toward the RU GPA.)
- A minimum of 30 sh of coursework must be completed at/through Rowan University.
- Only grades of “D-” or above may apply to graduation/degree requirements. (Some programs may set higher minimums.)
- Students must meet the Rowan Core and Rowan Experience Requirements.
 - An individual course can potentially satisfy one Rowan Core literacy and/or multiple Rowan Experience attributes.
 - Rowan Core and Rowan Experience designations are listed in course details in Section Tally (www.rowan.edu/registrar) and may also be searched on that site under “Attributes.” A list of Rowan Core courses is here: <https://confluence.rowan.edu/display/AS/Rowan+Core+Course+List>.
- Students must apply for graduation and should do so for the term in which they will complete all program requirements.

Program-Specific Graduation Requirements for this Major / Degree

- Students must have an overall GPA of 2.5 or better in all courses that satisfy major requirements.

Rowan Core Requirements¹

Students must satisfy all six Rowan Core Literacies. A minimum total of 3 sh of coursework is required to satisfy each Literacy. With the exception of the 9 sh counted here for Communicative Literacy, credits attached to the courses in this section will apply elsewhere.

- (COML) Communicative Literacy: *Must be met by the following three courses or their official equivalents:*
 - COMP 01111 College Composition I (3 sh) ○ COMP 01112 College Composition II (3 sh) ○ CMS 04205 Public Speaking **OR** CMS 04206 Digital Presentations (3 sh)
- (ARTL) Artistic Literacy *Recommendation from major:* (3 sh counted under free elective)
- (GLBL) Global Literacy *Recommendation from major:* (3 sh counted under free elective)
- (HUML) Humanistic Literacy *Recommendation from major:* ECON 04101 or ECON 04102 (3 sh counted under non-program)
- (QNTL) Quantitative Literacy *Recommendation from major:* STAT 02260, MATH 03125 or MATH 01130 (3 sh counted under non-program)
- (SCIL) Scientific Literacy *Recommendation from major:* (3 sh counted under free elective)

Subtotal of credits counted in this section: 9 sh

Rowan Experience Requirements

Students must satisfy all three Rowan Experience attributes. Credits attached to the courses in this section will apply elsewhere.

- (LIT) Broad-Based Literature Attribute *Recommendation from major:* (3 sh counted under free elective)
- (WI) Writing Intensive Attribute *Recommendation from major:* (3 sh counted under free elective)
- (RS) Rowan Seminar Attribute² *Recommendation from major:* BUS 01100 (1 sh counted under free elective)

Non-Program Courses (minimum 18 sh)

Courses in this section must be either: Rowan Core (or former gen. ed.) courses; Rowan Experience courses; or required pre-requisites (not included in the major).

| Course # | Course Name | Course Attributes / Notes | Sem/Yr | Grade | Credits |
|-----------------------------|---|---|--------|-------|-----------|
| CS XX.XXX | | General Education Computer Science course | | | 3 |
| ECON 04101 | Introduction to Economics - Macroeconomics | Satisfies Humanistic Literacy | | | 3 |
| ECON 04102 | Introduction to Economics - Microeconomics | Satisfies Humanistic Literacy | | | 3 |
| MATH 03125 or MATH 01130 | Calculus Techniques and Applications or Calculus I | Satisfies Quantitative Literacy; Minimum grade of C- required to satisfy prerequisites of upper level courses | | | 3 or 4 |
| STAT 02260 | Statistics I | Satisfies Quantitative Literacy; Minimum grade of C- required to satisfy prerequisites of upper level courses | | | 3 |
| BUS 01488 | Career Planning and Development | | | | 2 |
| | | | | | 0-1 |

Subtotal: 18 sh

¹ The Rowan Core requirements are waived for students with an earned A.A. or A.S. degree from a NJ community/county college.

² The Rowan Seminar requirement is waived for all students transferring 24 or more approved credits into Rowan University at the time of initial entry.

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Major Requirements (60 sh)

SUMMARY OF MAJOR REQUIREMENTS

- 27 sh of Business Foundational Courses
- 21 sh of SCL Required Courses
- 9 sh of SCL Electives
- 3 sh of SCL or Business Elective
- MKTBIS Engagement and Career Exploration Requirements (0 sh)

- 60 sh total

BUSINESS FOUNDATIONAL COURSES

| Course # | Course Name | Course Designations / Notes | Sem/Yr | Grade | Credits |
|-----------|--------------------------------|-----------------------------|--------|-------|---------|
| MKT 09200 | Principles of Marketing | | | | 3 |
| ACC 03210 | Principles of Accounting I | | | | 3 |
| ACC 03211 | Principles of Accounting II | | | | 3 |
| MIS 02234 | Management Information Systems | | | | 3 |
| MGT 98242 | Legal Environment of Business | | | | 3 |
| MGT 06300 | Organizational Behavior | | | | 3 |
| FIN 04300 | Principles of Finance | | | | 3 |
| MGT 06305 | Operations Management | | | | 3 |
| MGT 06402 | Business Policy | | | | 3 |
| Subtotal: | | | | | 27 sh |

SCL REQUIRED COURSES

| Course # | Course Name | Course Designations / Notes | Sem/Yr | Grade | Credits |
|-----------|--|-----------------------------|--------|-------|---------|
| MKT 09375 | Business Logistics | | | | 3 |
| SCL 01380 | Global Supply Chain | Offered in Fall only | | | 3 |
| SCL 01320 | Principles of Transportation | Offered in Spring only | | | 3 |
| SCL 01350 | Procurement | Offered in Spring only | | | 3 |
| MGT 06406 | Improving Business Processes | Offered in Fall only | | | 3 |
| MKT 09406 | Strategic Supply Chain Management | Offered in Spring only | | | 3 |
| SCL 01410 | Supervised Internship in Supply Chain Management | | | | 3 |
| Subtotal: | | | | | 21 sh |

SCL ELECTIVES

Choose three courses from the approved list of SCL Electives.

| Course # | Course Name | Course Attributes / Notes | Sem/Yr | Grade | Credits |
|---------------------------------|---------------------------------------|---------------------------|--------|-------|---------|
| <input type="radio"/> MKT 09360 | Services Marketing | | | | 3 |
| <input type="radio"/> MKT 09391 | Business-to-Business Marketing | | | | 3 |
| <input type="radio"/> MKT 09330 | Marketing Channels | | | | 3 |
| <input type="radio"/> MGT 06407 | Business Analytics | | | | 3 |
| <input type="radio"/> MKT 09384 | Marketing Research Methods | Satisfies WI requirement | | | 3 |
| <input type="radio"/> MIS 02322 | Principles of System Design | | | | 3 |
| <input type="radio"/> MKT 09387 | Supply Chain Management and Logistics | | | | 3 |
| <input type="radio"/> SCL 01390 | Selected Topics in Supply Chain | | | | 3 |
| Subtotal: | | | | | 9 sh |

SCL OR UPPER LEVEL (300+) BUSINESS ELECTIVE

Choose one upper-division course offered in the RCOB.

| Course # | Course Name | Course Designations / Notes | Sem/Yr | Grade | Credits |
|-----------|-------------|-----------------------------|--------|-------|---------|
| | | | | | |
| Subtotal: | | | | | 3 sh |

