



California State University  
**SAN MARCOS**

College of  
Business  
Administration

Welcome to  
**Global Supply Chain Management**

An Exciting New Option Offered by

**Department of Information Systems  
& Operations Management**





Why choose the

# Global Supply Chain Management Option?

## ❖ **Employment Opportunities**

- Supply Chain Analyst
- Procurement Manager
- Category Manager

## ❖ **Exciting Business Areas**

- Retail
- Business Consulting
- Import/Export
- Manufacturing



## What do **Supply Chain Managers** do?

❖ Supply chain managers **design** and **manage** the relationships that keep products moving on the global playing field.

❖ Supply chain managers **plan** how products are made and delivered to market, what materials are used, where they are purchased, how much is produced, where it is warehoused, and how they are shipped to satisfy consumer demand.



# Curriculum

## Business Cores

GSCM is a cross-disciplinary option with a balanced combination of Operations Management, Marketing and Global Business Management courses.

Operations Management

Category Management

Supply Chain Management

Consumer Demand

Import Export Management

Revenue Management

Cross Cultural Negotiations

Decision Models

Project Management

Procurement Management

## Internship + Practice



# Career Paths



**What do GSCM Graduates do?**

**Global Freight Forwarders**  
(Traffic Management)



**Supply Chain Analyst**  
(Logistic Management)



**Category Management**  
(Customer Bus. Development)





## **Nationwide Employment Average Salary by Job Title**

<b>Job Title</b>	<b>Average Salary</b>
Supply Chain Manager	\$78,000
Supply Chain Analyst	\$81,000
Supply Chain Planner	\$56,000
Purchasing/Procurement Manager	\$72,000
Logistics Manager	\$56,000
Category Manager	\$58,000
Logistics Planner	\$52,000
Demand Planner	\$55,000
Distribution Operation Supervisor	\$57,000

(Source: indeed.com)