



**RAWLS COLLEGE OF BUSINESS**

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# **SUPPLY CHAIN MANAGEMENT**

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**PROGRAM OVERVIEW AND PARTNERSHIP OPPORTUNITIES**



TEXAS TECH UNIVERSITY  
Rawls College of Business™

# PROGRAM OVERVIEW

Supply chain performance is driven by effective communication, collaboration, and coordination across functional and organizational boundaries. The Supply Chain Management Program prepares students for critical boundary spanning roles in modern supply chains with a balanced educational approach that focuses on developing hard and soft skills. Our graduates can make data-driven decisions that minimize costs, but they also know the value of relationship management and customer service. This understanding of cost and service trade-offs helps students become effective managers and problem solvers in a variety of supply chain organizations.

## PROVEN TRACK RECORD

Our supply chain management graduates have been recruited by industry-leading companies such as:

|                  |                |                 |                  |
|------------------|----------------|-----------------|------------------|
| Phillips 66      | ConocoPhillips | Glazer's        | Schneider        |
| BNSF Railway     | Dell           | Goodyear        | Sherwin Williams |
| Briggs Equipment | Ferguson       | Lockheed Martin | Target           |
| C.H. Robinson    | Frito Lay      | Pepsi           | Walmart          |

## INNOVATIVE CURRICULUM

The Supply Chain Management Program offers an innovative curriculum which includes basic coursework in traditional supply chain areas like sourcing, transportation, distribution, inventory and manufacturing. However, the operational core is complemented with additional instruction in other areas such as negotiations, relationship management, forecasting, demand management, international commerce, sustainability and marketing research. This combined instructional approach fosters a broad awareness that eliminates functional silos and facilitates a true supply chain orientation. As a result, our graduates have a breadth of knowledge that helps them thrive in roles that require both an understanding of basic supply chain management and the ability to effectively collaborate with other supply chain members.

## EXCEPTIONAL STUDENTS

Admission into the Supply Chain Management Program is highly competitive and limited to a select group of students. In order to enroll in upper-level courses, students must complete an application process that assesses their prior coursework, leadership activities, extracurricular involvement, work experiences and internships. By limiting the size of the program, classroom discussions are richer and students have a more meaningful educational experience. Likewise, corporate partners benefit from recruiting talented and well-trained students.

## FACULTY EXPERTS

Our faculty members are dedicated to preparing students for exciting careers in supply chain management and have meaningful industry experiences which help drive classroom instruction beyond theory and into practice. All of our faculty members have prior full-time work experience in supply chain roles with leading companies such as IBM, Lowe's, Michelin and Stanley Tools. Additionally, companies like Walmart, Proctor and Gamble, Johnson and Johnson, Estee Lauder, and Cooper Tire have leveraged the knowledge of our faculty for consulting expertise. These industry interactions ensure that students are trained by knowledgeable professionals with a hands-on understanding of supply chain management.

# PARTNERSHIP OPPORTUNITIES

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There are vast opportunities for corporate sponsors to get involved with the Rawls College Supply Chain Management Program. Whether it is through academic guidance or professional development, students can benefit greatly from interacting with supply chain industry leaders. The following information showcases how companies can help achieve our overall goals of continually producing leaders in this industry.

## BECOME A PROFESSOR FOR A DAY

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Students enjoy learning academic content from experienced supply chain managers. Course concepts can be grounded in real-world contexts and experiences of industry professionals. Managers can provide instructional value to students by teaching a class segment on an appropriate supply chain topic that reinforces learning objectives. Corporate partners benefit by showcasing problems and solutions that interest potential employees.

## SPONSOR A SITE VISIT

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Students really enjoy field trips to visit corporate facilities and view supply chain operations up close. Tours of distribution centers, manufacturing plants, transportation hubs, or other operating facilities can serve as a great educational experience for students and an opportunity for corporate partners to showcase their operations.

## SPONSOR A MEAL

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Corporate partners have the opportunity to sponsor a dinner with the Tech Supply Chain Association or other interested students in order to promote their company and career paths. Students interact with managers, ask questions and learn more about specific opportunities within the sponsoring firm. Corporate partners are able to closely interact with students and identify candidates who are a cultural fit for the organization.

## RECRUIT OUR STUDENTS

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Advertise internships and job openings on HireRawls, the Rawls College career services system. Corporations are also invited to reserve a booth or host a corporate-sponsored breakfast for exhibitors to meet with supply chain students at the bi-annual Rawls Career Expo.

“The Supply Chain Management Program was recently established in response to the needs of the business community and has quickly become one of the elite programs at Texas Tech. Placement rates are near 100 percent, and starting salaries continue to climb as the demand for graduates grows.”

— Lance A. Nail, Dean, Ph.D., CFA

# PARTNERSHIP OPPORTUNITIES (CONTINUED)

## SUPPORT THE STUDENT ORGANIZATION

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The Tech Supply Chain Association (TSCA) is a newly formed student group focused on promoting the Supply Chain Management Program, interacting with industry professionals and facilitating networking opportunities for students. TSCA was named as the best new student organization on the Texas Tech campus for the 2013-14 academic year. Financial contributions to TSCA can support basic operating expenses that enable students to organize events and travel as needed.

## JOIN THE EXECUTIVE ADVISORY BOARD

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The Supply Chain Management Program is developing an executive advisory board. Board members will have the opportunity to discuss the strategic direction of the program, provide industry insights, and closely interact with faculty and students. Membership on the executive advisory board is limited to corporate partners who provide substantial support to the university through financial contributions and student placement.

## FUND SCHOLARSHIPS

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In addition to the vast direct-involvement opportunities, scholarships can be made available for Supply Chain Management students. Not only will scholarships ensure students receive financial support, but will also allow the organization to firmly establish itself as a supporter of student development at the Rawls College.

## FUND PROFESSORSHIPS AND PROVIDE RESEARCH SUPPORT

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Endowed professorships are recognized as both a staple of academic quality and a means by which the Rawls College honors its most esteemed scholars. By endowing a professorship, partners are able to permanently associate their corporate brand with cutting edge research and thought leadership. Research funding is essential for the creation and dissemination of new knowledge.

## CONTACT US

Contact the Rawls College Career Management Center via email at [RawlsCMC@ttu.edu](mailto:RawlsCMC@ttu.edu) or phone at 806.742.4530 to find out what many companies already know — tomorrow's supply chain leaders are being developed today at the Rawls College of Business at Texas Tech University.

[rawlsbusiness.ba.ttu.edu](http://rawlsbusiness.ba.ttu.edu)



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*Special thanks to our corporate sponsor  
Phillips 66 for their continued support  
of the Supply Chain Management Program.*