



## The Rutgers Difference

A closer look at our Supply Chain Management and Marketing Science Department

Read facts and statistics about our programs, including general information, information about our undergraduate program, and information about our graduate and PhD programs.

# General Information: Department of Supply Chain Management and Marketing Sciences, Rutgers Business School

[Click here for more information](#)

Main campus location: Newark, NJ

Other campuses: New Brunswick, Camden. Courses are also taught in Beijing, Shanghai, and Singapore.

Public/Private: Public


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Dean: Michael R. Cooper

Website: <http://www.business.rutgers.edu/default.aspx?id=1690>

Year SC program founded: 2001 focused new department in 2008



News Flash:  
AMR Research ranks  
RBS Supply Chain  
program 11<sup>th</sup> in the  
nation

We focus on three key areas:

- Supply Chain Logistics and Performance Optimization
- Global Procurement and sourcing strategies
- Marketing channels and connecting supply chains to customers

Areas of supply chain included in curriculum:

- New product design, development and launch
- Planning, Sourcing, Making, Delivering
- Customer management
- Governance
- Strategy and change management
- Technology enablement
- Performance measurement
- End-to-end supply chains

We have an University Advisory Board consisting of:

- Massachusetts Institute of Technology
- North Carolina State
- New York University
- Lehigh University

We also have International University Partnerships with:

- Dalian University of Science & Technology in China

We have a very active Corporate Supply Chain Advisory Board with Corporate Sponsors, including:

AstraZeneca, Bayer HealthCare, Becton Dickinson, Bristol-Myers Squibb, Colgate-Palmolive, Deloitte Consulting LLP, Exelon Corporation, Hoffmann-La Roche, ITOCHU International Inc., J. Crew, Johnson & Johnson, Merck and Co., MetLife, Novartis Pharmaceuticals, Panasonic Computer Solutions Company, PSEG, Sandoz, Schering-Plough, and Sciele Pharma.

# NEW Undergraduate Supply Chain and Marketing Science Program

[Click here for more information](#)

Recent years have seen a dramatic increase in globalization, outsourcing and off-shoring. Meanwhile, information technology and internet have provided firms the ability to gather vast amount of information and to reach customers and vendors farther and broader than ever before. Innovations to support these areas have changed the way companies do business with each other and have created a strong emphasis on *supply chain management*. Industries require a new generation of undergraduate students who have latest knowledge on managing the supply chain.

This program prepares students for the real world through practical experiences including:

- Internships
- Co-ops
- Client Industry Projects

Chair: Professors Shen Yenijurt and Xiaowei Xu, co-chair the Undergraduate Program

Number of full-time professors: 23

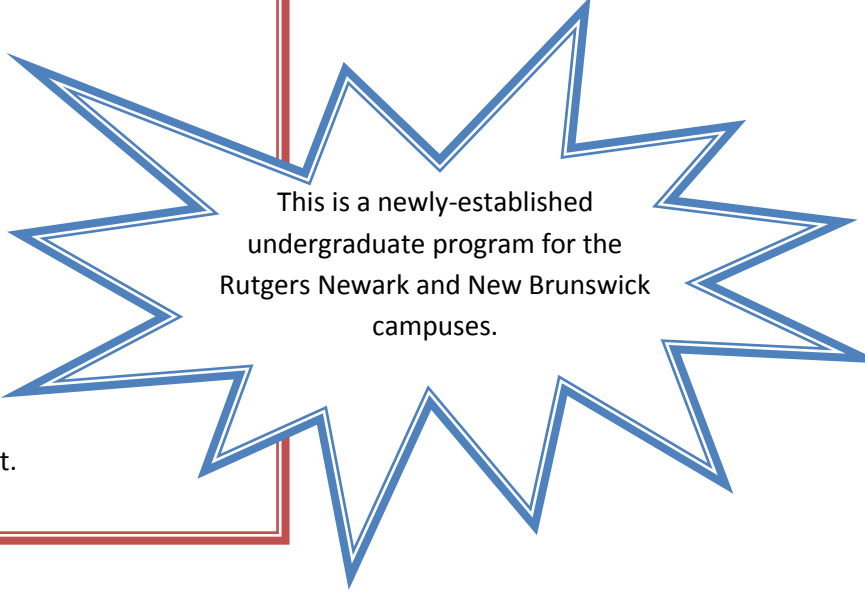
Number of adjunct professors: 12

Number of supply chain core courses needed to achieve degree: 9

Typical program duration to graduate: 4 years

Our undergraduate program in SCM is designed to help students master a variety of latest supply chain management strategies and technologies, which include but are not limited to

- Global sourcing project management
- Procurement and business risk analysis
- Logistics operations optimization
- Enterprise information systems
- Sales and operations planning
- Importation and exportation
- Demand fulfillment
- Business process and quality improvement
- New product development
- Customer and supplier relationship management.



This is a newly-established undergraduate program for the Rutgers Newark and New Brunswick campuses.

# Graduate Programs: MBA and PhD

[Click here for more information: MBA](#)

[Click here for more information: PhD](#)

## Quick Facts:

Number of full-time students: 95

Number of full-time professors: 23

Chair: Professor Lei Lei

Type of research conducted in field:  
Sustainability, Responsiveness and  
Flexibility, Risk Reduction

Average Student Work Experience: 3-5  
years

Number of SC core courses needed to  
achieve degree:

MBA: 5

PhD: 8

Typical program duration to graduate:

FT MBA: 2 years

PhD: 4 years

Supply chain management is one of the strategic MBA concentrations at Rutgers Business School. The curriculum was designed by faculty with input from industry experts to ensure that it is both comprehensive and current. This program provides practical experience including:

- Internships – **100% placement rate since 2008**
- Co-ops
- Our flagship course, SC Client Project - **connects theory and practices**

Note: required for FT MBA students

## Top Industries students recruited into:

Pharmaceutical, Financial Services

## Top roles students are recruited into:

Supply Chain Manager, Global Procurement, Consulting, (PhD are recruited to top research universities, tenure track)

## Average starting salary:

MBA: \$87,600

PhD : \$102,000

All MBA students take “Operations Analysis” as part of the core curriculum. In addition, students electing to concentrate in supply chain management must take the following core courses:

- Supply Chain Strategies
- Procurement and Global Sourcing

Students in the supply chain management concentration also have opportunities to earn course credit while working on real-world industry projects sponsored by corporations affiliated with the Center.