

EMB 1031: e-Business and the Value Chain

This course focuses on improving the performance of the firm and its supply chain through coordination among multiple sites, functions, and economic actors (customers and suppliers). Students will know how to design and implement strategies for structure and management, both cross-functionally, within the firm, and across an industry value chain among interacting firms. These strategies include restructuring supply chain facility networks, coordinating information and material flow, managing supplier relations, and managing customer order fulfillment processes.

Credits: 3.0