



Integrated Supply Management

Supply chains to value chain networks

HAWORTH COLLEGE OF BUSINESS

Western Michigan University's integrated supply management program is nationally recognized and consistently ranked by Gartner in the top 10 undergraduate supply chain programs.

The unique curriculum of the ISM program is the result of integrating supply chain, information technology, continuous improvement, and engineering curriculum from five departments across two colleges. The pedagogy stresses the integration of supply chain activities via information technology and the application of supply chain concepts and tools through industry projects, internships, consulting, and applied research.

The program continues to evolve through continuous reevaluation of curriculum, including significant input from industry partners. The goal of the program is to develop supply chain professionals who can create competitive advantage for their organization in cost, time, and quality by integrating supply functions into an efficient value chain network. These value chain networks are demand driven, right sourced, and work end-to-end to respond to customers' ever changing needs. This is the future of supply chains—flexible, agile, and responsive—and this is where WMU's integrated Supply Chain Management program is leading the way.

Recent graduates of the program are job ready from day one, often for positions above entry level, and are prepared to take complete ownership for their decisions and strategy.

Reasons Companies Hire WMU Graduates

- Multi-tasking capabilities
- Breadth and depth of the program, program ranking, and program curriculum
- Willingness and eagerness of students
- Effective projects and internships
- Technical aptitude
- Support from faculty
- Quality engineering standards and knowledge
- Demonstrated success
- Comfort level on multi-disciplinary teams; asking questions
- Drive, energy, and passion of students
- Student desire to outperform larger programs



"The ISM program provided me with a strong foundation of supply chain knowledge, which has greatly benefited me in my career. At IndustryStar, we look to bright new ISM team members to help us drive client service excellence."

Bill Crane, Founder & CEO, IndustryStar



"WMU's ISM program is a premier education in supply chain supporting students both in and out of the classroom. The ISM courses provided me with the skills and knowledge required to be successful in the workforce and make an immediate impact. Outside of the classroom the ISM program office connected me with an internship that provided real-world experience which translated into a full time position after graduation."

Dale C. Pease, Vice President of Supply Chain, Parker Hannifin Corporation, Filtration Group

Center for Integrated Supply Management

The WMU Board of Trustees has established a Center for Integrated Supply Management to be housed in the Haworth College of Business. The Center creates a focal point for Integrated Supply Management education, research, and resources. The purpose of the space is to stimulate communication, collaboration, and innovation among faculty across disciplines, among business executives across industries, and among undergraduate and graduate students across fields of study. Such diverse interaction provides a tool for inducing cultural change, accelerating innovation and enhancing the learning process, thus moving supply management thinking to the next level of performance.

Bronco Force

Bronco Force provides consultative services to address the supply chain challenges confronting organizations of all sizes and complexity levels. Faculty and students who make up the Bronco Force determine the best methods to solve those problems. We have worked with such diverse partners as the City of Detroit, Impact Label Corp., Command Electronics, and Stryker Corp.—to name a few.

As the ISM program continues to grow and expand, there are many ways our alumni and friends can get involved and support:

- Center for Integrated Supply Management
- Student Support and Scholarships
- Experiential Learning Laboratory
- Program Support
- Internships/Externships
- Job Opportunities

To hear more about these exciting opportunities, please contact:



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