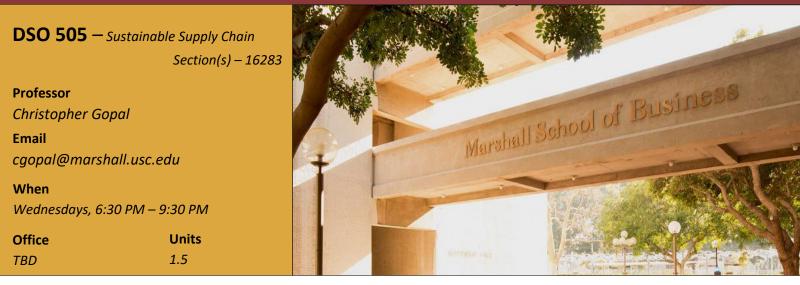
USC Marshall School of Business

DATA SCIENCES AND OPERATIONS

FALL 2023 SEMESTER



WHY TAKE THIS COURSE?

Anybody interested in consulting, marketing, operations, manufacturing, or entrepreneurship. Product innovation can lead to first-mover advantage, environmental product differentiation can open new markets, green sourcing and waste reduction can reduce operating cost and assure supply, etc.

COURSE OBJECTIVES

To provide students with an understanding of the sustainability challenges and opportunities facing supply chains today.

KEY CONCEPTS

- Sustainability concepts and frameworks
- Sustainable design of products
- Closed-loop supply chains
- Supplier management
- Facilities management
- Renewable energy
- Facilities and locations decisions
- Transportation decisions
- Strategic sustainability implementation

COURSE DESCRIPTION

We will look at some of the factors that contribute to the adoption of sustainability strategies, such as legislations that are penalizing negative environmental and social impacts, and society's expectations of business in terms of health, human rights, and the environment. In addition to maximizing profit and creating shareholder value, supply chain performance is also measured in terms of social, environmental and economic impact.