

Find Your PLACE In Logistics

Logistics is about managing the connections across the supply chain with the goal of getting products to the retail shelf or to your doorstep when you need them.

What makes Amazon so successful? Most would say it is the convenience and reliability of the shopping experience – Amazon’s ability to consistently get any of a million different products to your doorstep within two days, and in many cases within a few hours. That happens as a result of dozens of different logistics decisions all along the supply chain. Well, guess what? It’s not just Amazon - all companies must use their logistics capabilities to serve customers with convenience and reliability. For example, we have witnessed the importance of getting millions of tests and vaccines in an accurate and timely manner to medical centers all over the country. Do you know what happens if Honda doesn’t have one part it needs to assemble a car? The production line goes down at a cost of over \$1M per hour. So, logistics managers are vital at all companies in order to deliver on the promises that were made to their customers, particularly when the cost of failure is high.

Logistics is, by nature, multi-faceted. As a connector, it requires an understanding of the corporate, operations, and marketing strategies – and in many cases these strategies are influenced by logistics capabilities. Getting the right product to the right place at the right time requires that logistics managers also consider the role of technology, information visibility, analytics, finance, sustainability, and risk management to manage both the forward flows and the return flows (we don’t always want to keep what we get) that support the circular economy. Logistics decisions are dynamic and complex, built on tradeoffs that can impact both sides of the financial statement – cost AND revenue, and make a significant contribution to the customer experience.

Logistics managers and executives will tell you their careers are:

- dynamic and fast-paced - no two days are the same,
- collaborative - they work with a lot of other people in the organization and with people at external organizations in the supply chain,
- full of opportunity – there are many types of logistics/supply chain roles that require a variety of both analytical and soft/communication skills. You can mold a rewarding and impactful career that fits with your skills and interests.

Now is a great time to make an impact by choosing the logistics field, and as a national logistics hub, Columbus provides a great place to study it! As a consistently top-ranked program globally, OSU Fisher offers a logistics education that is well-respected and proven! Find your PLACE in Logistics!



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What does the logistics major have to offer?

Personalization

The logistics major offers a flexible and customizable course program that can be built around your strengths, interests and career aspirations.

Leadership

The logistics major offers a highly-ranked and globally-recognized degree that focuses on developing the logistics/supply chain leaders of tomorrow.

Applicability

The logistics major offers a faculty actively engaged in industry-relevant research and outreach activities that connect theory with practice.

Connectedness

The logistics major offers a tight knit community of students, faculty and industry partners who are committed to working together to provide a dynamic and engaging educational experience in a major national hub for logistics.

Experiential

The logistics major offers numerous opportunities to actively engage in experiential learning experiences outside the traditional classroom to support the development of your managerial skills and enhance your understanding of logistics/supply chain.



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