

# Designing and Leading Competitive Supply Chains

April 18-23, 2010  
September 19-24, 2010



## Program Objectives

Elevate your perspective and acquire a big-picture view of your logistics system. Join with other senior-level supply chain executives to learn industry best practices that enhance supply chain speed, flexibility, and competitive differentiation. Creatively link the diverse pieces of your systems to the overall corporate strategy and business processes. Contribute to your organization's competitive advantage while helping to create shareholder value.

## Program Benefits

You will leave Designing and Leading Competitive Supply Chains equipped to do the following:

- Develop supply chain systems aligned with organizational strategy
- Compete on value-added factors other than product and price
- Precisely target system components for performance improvement
- Scan your supply chain for benchmark status as well as see what's coming next in the field
- Progress with your own identified initiative/project in this collegial learning environment

## Program Content

Designing and Leading Competitive Supply Chains covers a full range of supply chain concepts including:

- Design and implementation
- Integrated supply chains
- Performance measurement
- Information and decision-support technology
- Global supply chain management
- Product design and mass customization
- Time accounting versus cost accounting
- e-Business initiatives
- Cutting edge procurement and supply

A final section of the program deals with "Imperatives for the Future," a consideration of the new strategies, structures, customer and supply relationships, cross-functional relationships, and process measurement tools required in this rapidly transforming field.

## Who Should Attend

This program is designed for upper-middle and senior-level executives responsible for the development and management of logistics and supply processes strategy. Representative titles include: vice president, director or manager of logistics, purchasing, supply chains, operations, distribution, or materials management.

## Faculty Leaders

Designing and Leading Competitive Supply Chains will be presented by top faculty members from Penn State and other leading institutions, as well as supply chain professionals. Please visit our Web site at [www.smeal.psu.edu/psep/disc.html](http://www.smeal.psu.edu/psep/disc.html) to view their vitae. Planned faculty include:

**Alan Stenger**, Program Faculty Director and Professor of Supply Chain Management, Smeal College of Business

**Joseph Cavinato**, Executive Director, Center for Strategic Supply Leadership and Professor of Supply Chain Management, Thunderbird (The American Graduate School of International Management)

**Kasra Ferdows**, Professor of Global Manufacturing, Georgetown University

**Terry Harrison**, Professor of Supply Chain and Information Systems, Smeal College of Business

**Chris Muscarella**, Professor of Finance and L.W. "Roy" and Mary Lois Clark Teaching Fellow, and MBA Program Faculty Director, Smeal College of Business

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"As a 3PL services provider, I've become 'hyper-critical' of those in the services business. Given this, I've not seen any other program designed and executed as well as the Designing and Leading Competitive Supply Chains program."

—Glenn Andrews  
Director, Government Programs  
Lion Apparel, Inc.

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Smeal Ranks  
No.1 in Supply  
Chain Education.

## Program Hosts

Since 1954, organizations and individuals around the world have turned to **Penn State Executive Programs** to meet their leadership development needs. Drawing on the vast resources of one of the nation's top universities and the internationally ranked Smeal College of Business, executives and senior managers develop capabilities that translate into strategic creativity, effective leadership, innovation, and efficient business processes. We are currently ranked among the very best executive education providers by major publications including The Economist and BusinessWeek. For more information, please visit <http://www.smeal.psu.edu/psep/>

Serving as a bridge between companies and supply chain knowledge, the **Center for Supply Chain Research** is one of the first industry-sponsored supply chain research centers. It is part of the Smeal College of Business, the first school in the nation to combine the disciplines of supply chain management and information technologies into one, and one of the largest concentrations of supply chain researchers, practitioners, and supply chain students in the world. For more information, please visit [www.smeal.psu.edu/cscr/](http://www.smeal.psu.edu/cscr/)

## Supply Chain Certificate

By completing multiple programs in the supply chain series you can now earn up to three certificates from Penn State's Center for Supply Chain Research. Military personnel who have taken one of the custom supply chain programs offered jointly with Penn State Executive Programs and your branch of service may be eligible to substitute your program for a related course. Please visit <http://www.smeal.psu.edu/psep/sccert.html> for more information.

## Related Programs

- **Achieving Supply Chain Transformation**  
Covers the critical elements of adaptive supply chain management: strategy, people, process, IT, and assessment.  
[www.smeal.psu.edu/psep/mesc3.html](http://www.smeal.psu.edu/psep/mesc3.html)
- **Processes and Tools for Supply Chain Success**  
Covers the latest technology and methods for defining, analyzing, and making recommendations for performance improvements.  
[www.smeal.psu.edu/psep/mesc2.html](http://www.smeal.psu.edu/psep/mesc2.html)
- **Essentials of Supply Chain Management**  
Covers concepts fundamental to effective supply chain management.  
[www.smeal.psu.edu/psep/mesc1.html](http://www.smeal.psu.edu/psep/mesc1.html)

## Program Dates

**April 18-23, 2010**  
**September 19-24, 2010**

## Location

These programs will be conducted at the Penn State University Park campus in State College, Pennsylvania, and held in private, modern executive education facilities.

## Fees

The program fee for Designing and Leading Competitive Supply Chains is \$6,150. This includes all instructional materials, private room accommodations, and meals.

Association member pricing applies:

\$5,950 for members of the Council of Supply Chain Management Professionals (CSCMP)

\$5,550 for Center for Supply Chain Research corporate sponsors

We support team participation to maximize the impact of learning. Teams of three or more receive significant savings for each additional participant. Please call for details on all of our special participation options.

We accept MasterCard, Visa, Discover, and American Express.



## Registration

Class size is limited. Reserve space via phone or e-mail (Phone: 814-865-3435; Toll Free: 800-311-6364; FAX: 814-865-3372; E-mail: [psep@psu.edu](mailto:psep@psu.edu)). Then apply online at <http://php.smeal.psu.edu/psep/apply/>

**CSCR**



*The World's Leading Source for the Supply Chain Profession.™*

The Council of Supply Chain Management Professionals (CSCMP) is the preeminent worldwide professional association of supply chain management professionals. CSCMP exists to improve supply chain management skills by facilitating communications among supply chain professionals, identifying and conducting research on supply chain theory and practice, and creating awareness of the significance of supply chain to business and the economy.