

Essentials of Supply Chain Management

March 29-April 2, 2010
October 4-8, 2010



Program Objectives

Supply chains are complex interactions of materials, products, processes, and information that need to be synchronized across time and geography. Essentials of Supply Chain Management delivers the essential competencies required for expert management of these diverse pieces on a regional or global scale.

Program Benefits

Upon completion of Essentials of Supply Chain Management, you will be qualified to:

- Integrate all functions along the chain through shared objectives
- Develop common performance matrices
- Improve customer satisfaction through shorter delivery times, maximizing capital turnover
- Use information technology to enhance performance
- Work effectively in alliances and partnerships of the extended supply chain

Who Should Attend

This program is for managers who are new to supply chain processes or those searching for best practices in their area of responsibility. Those who work as functional counterparts in areas such as finance, information systems, manufacturing, or marketing will also benefit.

Program Content

- **Global Supply Chain Management**
 - Defining the supply chain; scope of activities
 - Systems perspective of the supply chain
 - Market demands and corporate expectations
- **Supply Chain Strategies**
 - Link between business strategy and logistics
 - Value chain analysis
 - Competing on speed, flexibility, quality, responsiveness, and value-added services
 - Competing through alliances
- **Supply Chain Partnerships**
 - Strategic alliances and partnerships
 - Characteristics of partnerships
 - Current research and best practices
 - Shared use of technologies
 - Factors leading to partnership satisfaction

Information Technology and the Supply Chain

- The role of information technology (IT) in the supply chain
- Innovative technologies and their uses
- IT and supply chain integration

Supply Chain Components and Tools

- Inventory management throughout the chain
- Enterprise Resource Planning (ERP) systems
- Manufacturing/distribution resource planning

Creating and Measuring Logistics Value

- Relationship between logistics and customer satisfaction
- Methodologies for measuring effectiveness

Putting Theory into Practice

- LINKS supply chain simulation
- Application workshop using the SCOR model
- Corporate presentations of benchmark practices

Faculty Leaders

Essentials of Supply Chain Management 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/mesc1.html to view their vitae. Planned faculty include:

Douglas Thomas, Program Faculty Director and Professor of Supply Chain Management, Smeal College of Business

Paul Avampato, Vice President, Distribution, Kraft Foods North America

John Coyle, Professor Emeritus of Business Administration, Smeal College of Business

Michael Gray, Senior Manager of Global Supply Chain Strategies, Dell Computer Corporation

Andrew Helveston, Director, CPFR, Johnson & Johnson Sales and Logistics Company, LLC

Robert Novack, Associate Professor of Supply Chain Management, Smeal College of Business

Susan Purdum, Administrative Director, Center for Supply Chain Research, Smeal College of Business

Scott Stephens, CEO, Business Forerunners, Inc.

Don Welsh, Director of Logistic Operations, The Limited

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Smeal Ranks
No.1 in Supply
Chain Education.

Program Dates

March 29-April 2, 2010

October 4-8, 2010

Location

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

"It was very impressive having high level executives from the biggest corporations in the world speaking to us about their actual supply chain structures. Fascinating. I believe the entire company benefits when the concepts learned from this program are applied."

—Carl Comeau,
Supervisor, Manufacturing Support, Cobham
Defense Electronic Systems Corporation

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*. Please visit <http://www.smeal.psu.edu/psep/> for more information.

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. Please visit www.smeal.psu.edu/cscr/ for more information.

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.



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.

Fees

The program fee for Essentials of Supply Chain Management is \$4,200. This includes all instructional materials, private room accommodations, and meals.

Association member pricing applies:

\$4,100 for members of the Council of Supply Chain Management Professionals

\$3,600 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.



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
- **Designing and Leading Competitive Supply Chains**
Covers developing supply chain systems that support organizational strategy.
www.smeal.psu.edu/psep/dlsc.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
- **Applying Lean Principles Across the Supply Chain**
Introduces a systemic approach for applying Lean thinking to supply chain challenges. Focuses on principles, tools, and application of strategy for greater speed and efficiency.
www.smeal.psu.edu/psep/lsc.html
- **Developing World-Class Supply Chain Collaboration**
Provides a strong grounding in the foundational elements of collaborative planning, forecasting and replenishment.
www.smeal.psu.edu/psep/topic/programs/cpfr/

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). Then apply online at <http://php.smeal.psu.edu/psep/apply/>

