

Achieving Supply Chain Transformation

March 23-27, 2009 or September 14-18, 2009



Program Objectives

=P[ā f]l Yf\ \] [lan] k'nhhđ [\ Yā k'Yj] 'Y'c] q
 f_] \ ā f]l 'g] Znkā' k'Y'nYfIY_] 'f'lg\Yq@_đZYd
] [gfge q&L'] 'InjZmđ f] fYInj] 'g' 'k'] [gfge q\$
 'go] n] j\$g1] f' e Yc] k'āk' aP[nđ' 'g] k'nhhđ [\ Yā'
 e YfY_] jk'lg' k'lyq [ge h] lān] &9[\ ā nā' K'nhhđ
 ; \ Yā' l'jYf k'gje Ylāf' k' go k' go 'l'] 'Z] k'lf' %đ'kk'
 [ge hYf ā k'Y\Yhl'] ā' k'nhhđ [\ Yā k'lg'] [\ Yf_ f_]
] f'nāgf e] f] l'lg' āe h]gn] 'l'] ā' [ge h] lān] 'hgkāgf &

L'] 'h]g_ jYe 'o ad]] dh'qgm_ Yā' Yf' f' %] hl'
 mf\] jk'lyf\ ā_ 'g'] [] āđ Yd] đ e] f] k'g' ^Y\Yhlān]
 k'nhhđ [\ Yā' e YfY_] e] f] l'] jgm_ 'Y' Znkā' k'
 e g\] do] [Yāđhā g' &Mkā_ 'l'] 'hā g' e g\] đ'qgm'
 o ad] Yj f' go 'lg' h]lāe ā']]] [] āđ Yde] l] ā k'N h]gPl'
 e Yj_ f\$ [Yk' %g%Yk' [q[đ] lāe] 'zo g]cā_ [YhāYđ\$
 Yf\ [nklge] j] j] khgf k] 'lāe] N' o' ā' ā'] f] lāqā_ k'nhh'
 hđ [\ Yā' [YhYZ ad] k' 'g]] phđā Ylāf &

hā g' 'k' Yj] _ ākl]] \] l'Y\] e Yj'c' g' ^9nā gf' ? jgnh&

Hjg_ jYe :] f] Pk

L'] jgm_ 'l' k' h]g_ jYe \$qgmio ad]]] i' mnh] \] l'g' \ g'
 l'] 'g'đo f_ 2

¥A] f] lāq' k'nhhđ [\ Yā' [YhYZ ad] k' 'g]] l'jYf k'gje Ylāf

¥Mf\] jk'lyf\ 'l'] [] āđ Yd] đ e] f] k'g' ^k'nf [] k'k'nd
 'k'nhhđ [\ Yā k'

¥J] [g_ f'ā] ' go' k'nf [] k'k'nd [ge hYf ā k' 'Yn]
 'l'jYf k'gje] \]] ā' k'nhhđ [\ Yā k'

¥9hhd] 'l'] 'hā g' e g\] dl'g' qgm] 'bje @ kām Ylāf

¥Gn] j] [ge] ZYjā jk'lg' [\ Yf_] Yf\ [] Yl'] Y' e g]]
 'h]g' n] [lan] [mđn]] o' ā' f' qgm] k'nhhđ [\ Yā'
 'g] _ Yf' ā Ylāf

¥:] [ge] Y [\ Ye hāf' Yf\ 'đ Y\] 'g]] l'jYf k'gje f_]
 'Znkā' k'k' h]Y [lā] k'Yf\ 'h]g]] k'k' k'lg]] e Yā'
 'Y\YhlYzđ] l'ge Yj] l' \] e Yf\ k'

Who Should Attend

9[\ ā nā' K'nhhđ ; \ Yā' l'jYf k'gje Ylāf' k' 'g] k'nhhđ
 [\ Yā' đ Y\] jk\$ _] f] jYde YfY_] jk\$ Yf\] p] [mđn] k'io' g'
 Yj] 'g]] o ad]] 'hđ' qā_ 'Y' đ Y\] jk' 'h' jgđ' f']] dhā_ 'l'] ā'
 g] _ Yf' ā Ylāf k] j] khgf\] l'g' [\ Yf_] Yf\ \] n] dh' Y\Yh%
 lan] Yf\] β] pāđ ' k'nhhđ [\ Yā k' &

Program Content

9[\ ā nā' K'nhhđ ; \ Yā' l'jYf k'gje Ylāf'] e h' Ykā' k'
 l'] 'g'đo f_ 2

Transformation Strategy & Change Management

..... O' 'Yl' Yj] 'l'] 'c] q' Y' [lg] k' 'g] k'nf [] k'k'nd
 [ge hYf ā k' f' e YfY_ f_ [\ Yf_] Yf\ 'o' Yl'
 k] jYl] _ ā k' \ g' l'] q' mđn] 7

Supply Chain Transformation Case

..... @go' \ ā Y' > g] lmf') (([ge hYf q] jYf k'gje 'āk'
 k'nhhđ [\ Yā' l'g' k'ā f' ā [Yf] lā] \ n]] [gkl' Yf\ \
 āe h]gn] [nklge] j] k] jnā] 7

Change Leadership

..... <] n] dh' Y' jYe] o g] c' ā' qgm] 'g] jYf ā Ylāf' 'g]
 Y [] đ jYl] \ [\ Yf_] Yf\ 'mf\] jk'lyf\ 'l'] 'f]] \
 'g]] h] h] Yf' ā_ 'g]] 'n]] ph] []] \ &

Information Technology

..... H]gh] jđ' mđn] \ ā' g] e Ylāf' l] [\ f' gđ_ q [Yf'
] dh' Y' [ad] Yl'] Yf\ 'āe h]đ e] f] l'] Yf_] k' f' l']
 k'nhhđ [\ Yā' Yđf_ 'o' ā' āe h]gnā_] P[ā f [q
 Yf\ \] ^ [lan] f] k'k' &

Assessing Transformation Results

..... ; ge hYf ā k' f'] \] l'g' Z] YZđ] l'ge] Yknj] 'l']
 gml [ge] k'g' ^h]g [] k'k' Yf\ 'ā' g] e Ylāf' k'qkl] e k'
 [\ Yf_] k' l' Yl' Yj] 'e Y\] 'ā' l'] 'ā' l]] k] l' g'
 āe h]gn] e] f] Yf\ \] g] f] lā mđn] Yk' k' l']
 h] j' g] e Yf [] 'g']] ā' k'nhhđ [\ Yā' &

Case Study & Experiential Learning

..... 9]] Ye %f' Yđk' k' Yhh] gY [\ 'o ad]] 'nk] \ ā' l']
 h]g_ jYe 'lg' Yđo 'hY] āđ h' Yf] k'lg' l] k' l' o' Yl']] q'
 Yn] 'đ Yj f] \ 'o'] f' Yhhđ \ Y_ Yā k' l' Y' [ge hYf q@
 Y [lnYd] ph] jā f [] &

Q']]] o']] 'YZmđnk' đ [ln] k] j] đ' lā_ l'g] j] Yđ'
 o g] đ' Y [lānā k' &L'] f [g] h]g] Yl'] e] e Z] jk' o']]]
 Z] gm_] ā' l'g' \ ā k' [mkk' go' l'] q' Yhđ \ ā kge] 'g'
 l'] k] 'h] ā [ā Yā k' l'g' [\ Yf_]]] ā' k'nhhđ ; \ Yā'
 Yf\ 'e g]] āe h]g] l' Yf] l'] j' Ylāf Yđk' l'g' o' q'
 l'] q' e nkl' e Yc] l'] [\ Yf_] k' &

..... 'EDYj] q' Hgrnā
 Dg_ āklā k' E g\] j f' ā Ylāf' ; gg] ā f' Ylāf'
 MK' E Yjā] ; g] hk

Ranked #1 >>>
 Smeal Ranks #1 in Custom Education Worldwide
 Economist Intelligence Unit, 2006

Ranked #2 >>>
 Smeal Ranks #2 in Open Enrollment Programs
 The Economist, 2005

Ranked in Top Ten
 Smeal Ranks in the Top Ten in Custom Education
 BusinessWeek, 2005

