

Designing and Leading Competitive Supply Chains

From Penn State Executive Programs in partnership with the Center for Supply Chain Research
Cosponsored by the Council of Supply Chain Management Professionals



March 11-15, 2013 and September 23-27, 2013

Program Objectives

Designing and Leading Competitive Supply Chains targets senior-level executives charged with design and orchestration of complex supply chain systems. Participants learn practices that enhance supply chain speed, flexibility, and competitive differentiation.

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.

Program Benefits

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

- Develop supply chain systems aligned with organizational strategy and create competitive advantages
- Communicate initiatives and outcomes to the executive team or boardroom
- Compete on value-added factors other than product and price
- Target system components for performance improvement
- Implement the latest thinking into logistics systems

Program Content

Corporate and Supply Chain Strategy

- Principles and advanced concepts of supply chain management
- Frameworks for achieving an integrated supply chain
- Measuring supply chain performance relative to corporate goals

- Designing appropriate supply chain strategies
- Cases of effective and ineffective strategies

Supply Chain and Financial Imperatives

- Creating shareholder value
- Cash flow – the basis of value
- The supply chain role in improving:
 - Cash flow margin
 - Asset productivity
 - Growth and investment

Global Supply Chains

- Unique challenges of international supply chains
- Ownership vs. management vs. control
- The global factory
- Location of various supply chain activities
- Cases in global supply chain operation

Designing Global Supply Chains

- Supply chain design—fixing the infrastructure
- Triple-A supply chains—agile, adaptive, aligned
- Supply chain metrics—cost, customer service, speed and responsiveness
- Technology for designing global supply chains
- Dealing with uncertainty

From Strategy to Execution

- Keys to effective execution - managing the details
- Information and decision-support technology
- Cases in effective execution

Register for this Program

Reserve your place by phone or e-mail, and then complete your registration online at www.smeal.psu.edu/psep. Registrations are requested a minimum of six weeks prior to the start of the program.

Phone: 1-800-311-6364

E-mail: psep@psu.edu

Program Content (cont'd)

Strategic Procurement

- Spend analysis and the value of a supply strategy
- Categorizing and segmenting suppliers
- Creating a category strategy—market analysis, strategic cost modeling, commodity price analysis
- Supplier risk management
- Strategic cost management
- Role-play exercise

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/open/designingsc to view their vitae. Planned faculty include:

Dr. Alan Stenger, Program Faculty Director and Professor Emeritus of Supply Chain Management, Smeal College of Business, Penn State

Dr. Kasra Ferdows, Professor of Global Manufacturing, Georgetown University

Dr. Robert Handfield, Bank of America University Distinguished Professor of Supply Chain Management, North Carolina State University

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

Location

This four-day program will be conducted at the Penn State University Park campus in State College, Pennsylvania, and held in private, modern executive education facilities. Participants lodge at the historic Nittany Lion Inn.

Fees

The program fee for Designing and Leading Competitive Supply Chains is \$4,950. This includes all instructional materials, private room accommodations, and meals. Association member pricing applies: \$4,850 for members of the Council of Supply Chain Management Professionals (CSCMP); \$4,350 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.

Supply Chain Certificate Options

Enhance your supply chain expertise and increase your value to the organization by completing multiple Penn State supply chain programs. By doing so, you can earn a Certificate in Supply Chain Management, Supply Chain Leadership, or Supply Chain Operational Excellence. The certificate option is also available for military personnel who have attended any one of our custom programs, specifically the Marine Corps Logistics Education Program (MCLEP), MCLEP Non-Resident, programs administered at the Army Logistics Management College (ALMC), or any NAVICP course. Please visit us online for details.

Penn State Executive Programs

Open the doors to transformational learning experiences with Penn State. We work with organizations and leaders from around the world to help shape strategies and practices that fuel competitive advantage and business success. We link strategic understanding with powerful ideas about how decisions affect overall corporate performance.

Each program in our diverse portfolio offers:

- Learning experiences that pair practical action learning and coaching with new knowledge, tools and perspectives;
- Exposure to leading faculty and practitioner executives with extensive experience working with business professionals;
- Deeper exploration of critical topic areas with examples of how organizations around the world are addressing challenges now;
- Focus on successfully applying concepts to meet the needs of your unique situation.

"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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