

Essentials of Supply Chain Management

A joint venture with Smeal College of Business' Center for Supply Chain Research. Co-sponsored by the Council of Supply Chain Management Professionals.



October 7-9, 2014 and April 28-30, 2015

Program Objectives

This program offers all the foundational understanding to managing effective supply chains. Learn common terminology, inventory methodologies, distribution concepts, and service performance. Topics include a holistic approach to managing your supply chain to avoid functional pitfalls, perspectives of how to minimize supply chain costs while maintaining or improving customer service, concepts of pooling, postponement, and other inventory deployment strategies, customer service management, industry case study on trading partner collaboration and a team-based simulation for applied learning.

Who Should Attend

This program is for managers who are new to supply chain processes and searching for best practices in their area of responsibility. Those who work as functional counterparts in finance, information systems, manufacturing, or marketing will also benefit. **This is a required course for those pursuing a Certificate in Supply Chain Management.**

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

Program Content

Supply Chain Management

- Defining the Supply Chain
- Scope of Logistics Activities
- Systems Perspective of the Supply Chain
- Market Demands and Corporate Expectations

Supply Chain Strategies

- Link Between Business Strategy and Logistics
- Motivational and Leadership Technologies
- Value Chain Analysis
- Competing on Speed, Flexibility, Responsiveness, Quality, 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 Systems
- Manufacturing/Distribution Resource Planning

Creating and Measuring Logistics Value

- Relationship Between Logistics and Customer Satisfaction
- Methodologies for Measuring Effectiveness
- Integrated Logistics Simulation

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

Faculty Leaders

This program is taught by world-class faculty leaders from Penn State, as well as supply chain professionals. Each instructor has an extensive background in research and consulting, and in education executives. Each brings to the classroom best-practice tools and implementation processes for achieving world-class results.

Dr. Christopher D. Norek, Program Faculty Director, Senior Partner, Chain Connectors, Inc and Senior Instructor, Smeal College of Business, Penn State.

Mr. Paul Avampato, Vice President, Customer Service & Logistics, Snacks and Confections, Kraft Foods Inc.

Dr. William (Skip) Grenoble, Executive Director and Senior Research Associate, Center for Supply Chain Research, Smeal College of Business, Penn State

Mr. Andrew Helveston, Customer Care & Logistics Director, MARS Chocolate North America

Dr. David Huff, Clinical Associate Professor of Supply Chain Management, Smeal College of Business, Penn State

Dr. Robert Novack, Associate Professor of Supply Chain Management, Smeal College of Business, Penn State

Dr. Doug Thomas, Professor of Supply Chain and Information Systems MBA Faculty Director, Smeal College of Business, Penn State

Location

This three-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 Essentials of Supply Chain Management is \$3,750. This includes all instructional materials, private room accommodations, and meals. Association member pricing applies: \$3,650 for members of the Council of Supply Chain Management Professionals; \$3,250 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, Operations or Supply Chain Leadership. 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.

Penn State Executive Programs also partners with organizations to develop custom learning initiatives and to address critical strategic business challenges. Please reach out to discuss how we can work with you.

“One of the best logistics courses I’ve attended! The faculty/presenters were well prepared and professional. The material was grounded in theory and full of examples and practical application. The facilities and hospitality were five stars from arrival to departure! The examples of similarities in the business and defense industry were enlightening for all attendees. I would highly recommend it; the value added for professional development, relevance to current issues, and application to daily business challenges is tremendous. A first class operation!”

Lt.Col. J. Reggie Hall, Executive Officer to the Assistant, Air Force Deputy of Staff for Installations and Logistics

PENNSTATE



Executive Programs