

Transportation Operations and Sourcing

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



October 22-23, 2014 and June 9-10, 2015

Program Objectives

This program provides the foundational understanding to manage and optimize transportation operations. Participants learn common terminology, as well as methods to effectively manage transportation operations, source carriers, and third party providers to reduce transportation cost and maintain or increase service levels.

Who Should Attend

Transportation Operations and Sourcing is designed for those new to the transportation field or new to supervising people in the transportation field. In addition, anyone looking to brush up on current transportation issues and strategies will benefit. This would include analysts as well as transportation managers and non-transportation personnel interested in learning more about the largest cost area in supply chain management. **This is a required course for those pursuing a Certificate in Supply Chain Operations.**

Program Benefits

Upon completion of Transportation Operations and Sourcing, you will have gained the knowledge to:

- Discuss the importance of transportation in the supply chain - the second largest expense in a supply chain after cost of goods sold
- Explain the dynamic environment in the transportation industry including economic and regulatory issues
- Show what modal options make the most sense for your company and its products
- Explain how carriers price their service
- Better negotiate and arrange for your freight needs to lower costs and increase service

This program awards 1.5 CEUs. Penn State Continuing Education Units (CEUs) are available based on a standard of one unit per ten hours of classroom instruction.

Program Content

Trends in Transportation

- Domestic transportation
- Economic trends and issues
- Legislative/Regulatory trends and issues
- Global transportation

Transportation Modes and Background

- Parcel and air
- Truckload (TL)
- Less-than-truckload (LTL)
- Railroad
- Ocean / International

Methods to Manage Transportation Operations Technologies to Help Optimize Transportation

Types of transportation pricing

- Demystifying transportation pricing
- Components of transportation cost
- How carriers approach the bidding process

The RFI and RFP Processes

- Identification of potential providers
- What is an RFI and what is included?
- What is an RFP and what is included?
- How to evaluate responses
- Comparing "apples to apples" in responses and rates

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

Value Created for You and Your Company

Transportation Operations and Sourcing will provide attendees with practical information to better manage transportation costs or help maintain current rate levels in an increasing freight cost environment.

Faculty Leaders

Our programs are 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 educating executives. Each brings to the classroom best-practice tools and implementation processes for achieving world-class results. Planned faculty for this program includes:

Dr. Christopher D. Norek, Faculty Director, Senior Partner, Chain Connectors, Inc. and Senior Instructor, Penn State

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

Ms. Gail Rutkowski, Executive Director, National Shippers Strategic Transportation Council

Location

This two-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 Transportation Operations and Sourcing is \$2,500. This includes all instructional materials, private room accommodations, and meals. Association member pricing applies: \$2,400 for members of the Council of Supply Chain Management Professionals; \$2,150 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.

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