

WEST MICHIGAN SUPPLY CHAIN MANAGEMENT CERTIFICATE SERIES



Dates:

January 12 - December 7, 2012

Location:

Steelcase University Learning Center
Grand Rapids, Michigan

MICHIGAN STATE
UNIVERSITY

Broad College of Business
Executive Development Programs

WEST MICHIGAN SUPPLY CHAIN MANAGEMENT CERTIFICATE SERIES

› Seminar Description

The program's structure is based upon the graduate level Supply Chain Management concentration in The Eli Broad College of Business at Michigan State University. The Broad College's Supply Chain Management Program is consistently ranked as one of the best in the country.

The seminar will be offered in two fifteen-week modules: Module One delves into marketing and supply chain management concepts, and Module Two concentrates on supply chain management processes.

Program content will be delivered through lecture, readings, class discussion, and interactive simulations conducted by full-time Broad College faculty. Supply chain management case studies and applications will be liberally used throughout both modules.

A project will tie both modules together. It will be scoped/developed during the first module; data will be refined and analyzed in between modules; and results will be presented and reviewed at the conclusion of the second module. The project review criteria include:

1. The project represents a potential opportunity that is not currently under investigation by the firm;
2. The participant illustrates how the project will utilize topics, concepts, and tools within the scope of the Supply Chain Management Certificate Series; and
3. Successful completion of the project presents a potential opportunity for the company to reduce costs, increase revenues, increase quality and/or reduce cycle times.

› Who Should Attend

Executives and Managers who must achieve enterprise success through logistics and supply chain management excellence in the highly competitive global environment. Participants will represent the functional areas of procurement, manufacturing, materials management, logistics and customer service and the major industrial and service segments in western Michigan.

› Program Objectives

- Provide a thorough knowledge and understanding of world class supply chain management practices and their role in developing and maintaining competitive advantage;
- Provide experience in viewing supply chain situations from the perspective of suppliers to and customers of manufacturers and service providers;
- Provide an introduction to the tools and applications used in supply chain process evaluation and re-engineering;
- Provide experience and feedback in the use of both qualitative and quantitative data analysis; and
- Provide a knowledge baseline documenting supply chain management best practices.

CERTIFICATE SERIES FACULTY

David J. Closs

is the John H. McConnell Chaired Professor of Business Administration in the Broad College at Michigan State University, Chair of the Supply Chain Management Department and co-director of the certificate series. He has given extensive presentations discussing the application of information systems technology to logistics management and logistics strategy. Dr. Closs has published a variety of articles and co-authored a textbook on logistics management.

Donald E. Conlon

is Professor of Management in the Broad College and Chair of the Management Department at Michigan State University. His research examines the dynamics of intense workgroups, perceptions of fairness in organizations, negotiation and third-party dispute intervention, and individual decision making.

Bixby Cooper

is Associate Professor of Marketing in the Broad College at Michigan State University. Dr. Cooper is co-author of Strategic Marketing Channel Management. He has extensive publishing and consulting experience.

David J. Frayer

is Director of Executive Development Programs in the Broad College at Michigan State University. Dr. Frayer is co-author of Best Practice Model for ECR Alliances and has published articles on global procurement and logistics strategy.

Stanley E. Griffis

is Associate Professor of Supply Chain Management in the Broad College at Michigan State University. Prior to joining the faculty, he taught at the Air Force Institute of Technology in Dayton, Ohio. His primary teaching interests include logistics and supply chain management.

Tomas Hult

is Director of Michigan State University's International Business Center (IBC). IBC is located in the Broad College and houses the federally funded Center for International Business Education and Research (CIBER) and the headquarters of the Academy of International Business (AIB). Dr. Hult is also the Eli Broad Professor of Marketing and International Business, with specialty areas in international marketing strategy, global strategy, and supply chain management.

Mike Mazzeo

is Associate Professor of Finance and Chair of the Finance Department in the Broad College at Michigan State University. He has published extensively and has won numerous teaching awards. He has also worked closely on financial matters with a number of leading companies.

Steven A. Melnyk

is Professor of Operations Management in the Broad College at Michigan State University. His research interests include supply chain management, process management and control, metrics/system measurement, and new product/process design. Dr. Melnyk is lead author of over 14 books and numerous articles.

CERTIFICATE SERIES FACULTY, *continued*

John R. Macdonald

is Assistant Professor of Supply Chain Management in the Broad College at Michigan State University. His teaching interests include logistics and supply chain management, supply chain strategy and transportation. His primary research interests include disruptions in the supply chain, behavioral operations management, and minor areas including supply chain strategy, issues in transportation, and third-party logistics providers. Dr. Macdonald has been recognized for teaching excellence both at the University of Maryland and the University of Iowa.

Glenn Omura

is Associate Professor of Marketing in the Broad College at Michigan State University. Dr. Omura's research interests include competitive strategy, entrepreneurship and marketing.

Srinivas Talluri

is a Professor of Operations and Supply Chain Management in the Broad College at Michigan State University. His research interests are in the areas of purchasing and supply chain management and performance evaluation and business process improvement. He has about 50 journal publications and has extensively published in journals such as *Decision Sciences*, *International Journal of Production Research*, *European Journal of Operations Management*, and *IEEE Transactions on Engineering Management*. Dr. Talluri is a member of the Decision Sciences Institute and Production and Operations Management Society. He's been honored for outstanding institutional and scholarly contributions at Michigan State University.

Judith M. Whipple

is Associate Professor of Supply Chain Management in the Broad College at Michigan State University and co-director of the certificate series. Previously, she was an Assistant Professor at Western Michigan University in Food Marketing and Integrated Supply Management. Dr. Whipple's research focuses on alliances and supply chain integration. She has published various articles as well as presented at industry conferences and executive development programs.

Cheri Speier

is Professor of Information Systems in the Broad College at Michigan State University. Dr. Speier's research interests include human resource issues associated with information systems, and individual and group acceptance and use of technology. Her work has been published in many academic and professional journals.

Steelcase University Learning Center



SEMINAR TIMING and OUTLINE - MODULE 1

Marketing and Supply Chain Management Concepts

January 12 - April 27, 2012 • Thursdays, 2:00-6:00 p.m.*

Jan. 12	Supply Chain Introduction Definition and scope Role of supply chain in competitive strategy Examples of supply chain success Project introduction	Mar. 2	Procurement II Supplier integration into product/process/ service development Drivers/results and barriers Supplier integration process Purchasing evolution and future directions
Jan. 19	Strategic Market Thinking Marketing problem solving Market analysis Marketing orientation and process Planning marketing programs	Mar. 9	Risk Management and Sustainability Defining supply chain risk Addressing sources of risk Understanding supply chain security and defense issues Instituting a sustainable supply chain
Jan. 26	Market Segmentation, Targeting and Positioning Levels of segmentation Bases for segmentation Differentiating and positioning the market offering	Mar. 16	Supply Chain Simulation Apply supply chain principles in a two-round, hands on exercise Understand dynamics of anticipatory and response- based supply chains
Feb. 2	Customer Decision Making; Marketing Case Discussion Analyzing buyer behavior Product life cycle strategies SWOT analysis	Mar. 23	Manufacturing Comparison of manufacturing strategies Make-to-stock Configure-to-order and Make-to order Lean versus flexible manufacturing Rationalizing production scheduling with logistics Design for manufacturability Design for flexibility
Feb. 9	New Product Development The need for firms to innovate A general overview of the new product development process The importance and difficulty of choosing projects and several methods to choose A brief overview of the role of the supply chain in new product development	Mar. 30	Problem-Solving Process/Managing Change Understand key steps in problem-solving process including problem identification Review change management requirements
Feb. 16	Customer Service, Channels of Distribution Customer service, satisfaction and success Customer gap analysis Customer focused supply chain design Customer service level matrix Distribution channel alternatives	Apr. 13	The Electronic Marketplace Electronic marketplaces Logistics impact of customer relationship management systems (CRM)
Feb. 23	Procurement I Procurement strategy Integrating procurement with supply chain strategy New product/process/service development Customer order fulfillment After-sale service/support	Apr. 20 and 27	Project Presentations I and II

* A few of these dates are subject to change to Tuesdays or
Wednesdays with notification at the beginning of each module

SEMINAR TIMING and OUTLINE - MODULE 1

Supply Chain Management Processes

August 24 - December 7, 2012 • Thursdays, 2:00-6:00 p.m.*

Aug. 24	Inventory Management and Planning Technology Inventory management techniques, setting inventory parameters Tactical information interchange Inventory cost and service tradeoffs Supply chain information technology architecture Enterprise resource planning and scheduling Radio Frequency Identification	Oct. 12	Supply Chain Globalization Introduction to globalization Domestic versus international logistics: managing the global supply chain Global logistics: related issues (transportation options, ports, packaging, government, risk and security) Global logistics: highlights and trends (logistical infrastructure development, global logistics expenditures)
Aug. 31	Forecasting and Order Management Components and objectives Process & Techniques Implementation and evaluation Performance cycle Supply chain responsiveness	Oct. 19	Negotiation Common mistakes in negotiation Integrative versus distributive negotiations The role of planning in negotiation Awareness of dirty tricks in negotiations
Sept. 7	Developing Environmentally Friendly Supply Chains Understanding the notion of value and waste (both strategic and generic) Relating waste to processes Waste as a residual Metrics and waste Identifying waste within the supply chain	Oct. 26	Supply Chain Finance Activity based costing Balance sheet and income statement analysis Inventory impact Asset utilization
Sept. 14	Warehousing and Material Handling Changing role of warehousing General warehousing alternatives Cost elements Facility size, layout and design Labor competencies and measurements Materials handling equipment Warehouse management systems (WMS)	Nov. 2	Performance Measurement Developing a balanced scorecard Functional measurement Process metrics Management strategic profit model
Sept. 21	Transportation Management Changing transportation environment Lane design and operation Integrated transportation decision framework Mode/carrier selection Transportation management system (TMS)	Nov. 9	Project Management Factors driving project success Project selection and portfolio management Design and organization of project teams Planning tools Project monitoring and control
Sept. 28	SCODE Simulation of global supply chain operations Understand the impact of uncertainty in the supply chain	Nov. 16	Relationship Management and Outsourcing Rationale for outsourcing Relationship development process Managing long-term relationships Elements of successful relationships Relationship examples
Oct. 5	Supply Chain Process Integration Systems analysis Manufacturing/distribution integration Facility network integration Total cost system integration	Nov. 30 and Dec. 7	Project Presentations I and II

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PROGRAM PARTICULARS

To Apply or for additional information contact us...

Phone Sue Lonier, Program Coordinator,
or at 800/356-5705 or lonier@bus.msu.edu
E-mail

By Fax Please fax your completed application form
to: 517/353-0796

By Mail Please mail your completed application
form and payment to:
Executive Development Programs
Michigan State University
The James B. Henry Center for
Executive Development
3535 Forest Road
Lansing, MI 48910

By Web broad.msu.edu/edp

Fee

The fee, which includes instruction, all educational materials (including the text, Supply Chain Logistics Management by Donald Bowersox, David Closs and Bixby Cooper), refreshments, web support, and certificate of completion for the series, is \$2,497.50 **per module** (or \$4,995 **for the series**). Fees can be paid by check made payable to Michigan State University or credit card, **and are due at least 10 days prior to the start of each module.**

Confirmation

Following review and approval of your application, you will receive confirmation of your enrollment in the certificate series.

Cancellation Policy

Substitution of participants can be made at any time prior to the certificate series start. Cancellations within 30 business days prior to the start of the program are limited to emergency situations; cancellations within 10 working days prior to the program start are subject to a \$500 processing fee.

Location

The program will be held at the Steelcase University Learning Center, which is located at 901 44th Street, SE in Grand Rapids, Michigan 49508. For questions the day of the program, please call the Steelcase University Learning Center receptionist at 616/475-2900.

This program being generously supported by the following organizations:



APPLICATION FORM

West Michigan Supply Chain Management Certificate Series

(Please check one)

Module One: January 14–April 27, 2012

Module Two: August 24–December 7, 2012

Both Modules: January 12–December 7, 2012

\$2,497.50 tuition per module; \$4,995 tuition for both modules
includes instruction, materials, web support, refreshments, certificate of completion

First Name _____ Initial _____ Last Name _____

First Name or Nickname Preferred on Badge _____

Title or Position _____

Company _____

Address _____

City _____ State _____ Zip _____

Telephone _____

Fax _____

E-mail Address _____ WWW: _____

Nature of Business _____

Duties & Responsibilities _____

Please list colleges and/or universities attended, giving dates and degrees earned

Application subject to review and approval.

Payment Information (please use only one method of payment)

Check American Express Visa MasterCard Send Invoice

Credit Card # _____ Exp. Date _____

Cardholder Name _____

Cardholder Signature _____

Please send this form with your check payable to Michigan State University or your credit card or payment information to:
Executive Development Programs
Michigan State University
The James B. Henry Center for Executive Development
3535 Forest Road
Lansing, MI 48910