WEST MICHIGAN SUPPLY CHAIN MANAGEMENT CERTIFICATE SERIES

Dates:
January 12 - December 6, 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.
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.

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.
SEMESTER TIMING and OUTLINE - MODULE 1

Marketing and Supply Chain Management Concepts
January 12 - April 26, 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

Jan. 19  Strategic Market Thinking
Marketing problem solving
Market analysis
Marketing orientation and process
Planning marketing programs

Jan. 26  Market Segmentation, Targeting and Positioning
Levels of segmentation
Bases for segmentation
Differentiating and positioning the market offering

Feb. 2   Customer Decision Making; Marketing Case Discussion
Analyzing buyer behavior
Product life cycle strategies
SWOT analysis

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

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

Feb. 23  Procurement I
Procurement strategy
Integrating procurement with supply chain strategy
New product/process/service development
Customer order fulfillment
After-sale service/support

Mar. 1   Procurement II
Supplier integration into product/process/service development
Drivers/results and barriers
Supplier integration process
Purchasing evolution and future directions

Mar. 8   Risk Management and Sustainability
Defining supply chain risk
Addressing sources of risk
Understanding supply chain security and defense issues
Instituting a sustainable supply chain

Mar. 15  Supply Chain Simulation
Apply supply chain principles in a two-round, hands-on exercise
Understand dynamics of anticipatory and response-based supply chains

Mar. 22  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

Mar. 29  Problem-Solving Process/Managing Change
Understand key steps in problem-solving process including problem identification
Review change management requirements

Apr. 12  The Electronic Marketplace
Electronic marketplaces
Logistics impact of customer relationship management systems (CRM)

Apr. 19 and 26  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.
SEMINARY TIMING and OUTLINE - MODULE 2

Supply Chain Management Processes
August 23 - December 6, 2012 • Thursdays, 2:00-6:00 p.m.*

Aug. 23  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

Aug. 30  Forecasting and Order Management
        Components and objectives
        Process & Techniques
        Implementation and evaluation
        Performance cycle
        Supply chain responsiveness

Sept. 6  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

Sept. 13  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)

Sept. 20  Transportation Management
        Changing transportation environment
        Lane design and operation
        Integrated transportation decision framework
        Mode/carrier selection
        Transportation management system (TMS)

Sept. 27  SCODE
        Simulation of global supply chain operations
        Understand the impact of uncertainty in the supply chain

Oct. 4  Supply Chain Process Integration
        Systems analysis
        Manufacturing/distribution integration
        Facility network integration
        Total cost system integration

Oct. 11  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)

Oct. 18  Negotiation
        Common mistakes in negotiation
        Integrative versus distributive negotiations
        The role of planning in negotiation
        Awareness of dirty tricks in negotiations

Oct. 25  Supply Chain Finance
        Activity based costing
        Balance sheet and income statement analysis
        Inventory impact
        Asset utilization

Nov. 1  Performance Measurement
        Developing a balanced scorecard
        Functional measurement
        Process metrics
        Management strategic profit model

Nov. 8  Project Management
        Factors driving project success
        Project selection and portfolio management
        Design and organization of project teams
        Planning tools
        Project monitoring and control

Nov. 15  Relationship Management and Outsourcing
        Rationale for outsourcing
        Relationship development process
        Managing long-term relationships
        Elements of successful relationships
        Relationship examples

Nov. 29  Project Presentations I and II and
Dec. 6

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PROGRAM PARTICULARS

To Apply or for additional information contact us...

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

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)
  o  Module One: January 12–April 26, 2012    o  Module Two: August 23–December 6, 2012
  o  Both Modules: January 12–December 6, 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)

  o  Check    o  American Express  o  Visa     o  MasterCard    o  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:
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Michigan State University
The James B. Henry Center for Executive Development
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