MID-MICHIGAN VALUE CHAIN CERTIFICATE PROGRAM

#1 in Supply Chain Management Education

APRIL-JUNE, 2019

THE AXIA INSTITUTE MIDLAND, MICHIGAN

Executive Development Programs
Broad College of Business
MICHIGAN STATE UNIVERSITY
About the Program
The program’s structure is based upon a portion of 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.

Program content will be delivered through lectures, readings, class discussion, and interactive simulations conducted by full-time MSU faculty. Value chain management case studies and applications will be liberally used throughout the sessions.

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 mid-Michigan.

Program Objectives
• Provide a thorough knowledge and understanding of world-class value chain management practices and their role in developing and maintaining competitive advantage;
• Provide experience in viewing value 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 value 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 value chain management best practices.
CERTIFICATE PROGRAM FACULTY

David J. Closs
is the John H. McConnell Chaired Professor of Business Administration in the Broad College at Michigan State University and director of the certificate program. 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.

David J. Frayer
is Assistant Dean for Executive Development and Professional 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 the John H. McConnell Professor of Business Administration 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.

Justin Jagger
is an Academic Specialist in the Department of Supply Chain Management in the Broad College at Michigan State University. He acts as a primary active learning facilitator for applications including supply chain simulations, business games and network optimization. Prior to joining academia, Justin worked as an R&D specialist in the biologics industry.

Judith M. Whipple
is Professor of Supply Chain Management in the Broad College at Michigan State University. 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.

Jeremy M. Wilson
is a Professor in the School of Criminal Justice at Michigan State University, where he founded the Center for Anti-Counterfeiting and Product Protection and the Program on Police Consolidation and Shared Services. He works extensively with organizations on brand protection issues.
CERTIFICATE PROGRAM TIMING & OUTLINE
Each session is 4 hours: 2:00 p.m. - 6:00 p.m.

Session #1  Value Chain Overview & Customer Value (Dave Frayer)
(Apr. 23)
- End-to-End Value Chain Management & Competitive Strategy
- Business Strategy and Business Models
  - Channel management
- Customer Value Propositions & Segmentation
  - Journey mapping
  - Customer metrics
- Examples and Success Stories

Session #2  Anti-Counterfeiting, Brand Protection, Risk Management & Sustainability (Jeremy Wilson & Stan Griffis)
(Apr. 30)
- Value Chain Sustainability
  - Environment
  - Ethics
  - Economy
  - Education
- Risk Management, Security, Anti-Counterfeiting & Brand Protection
- Implications & Future Directions

Session #3  Procurement (Dave Frayer)
(May 7)
- Integrating Procurement with Supply Chain Strategy
- New Product, Process, and Service Development
- Supplier Integration Into Product/Process/Service Development
- Supplier Integration Process
- Purchasing Evolution and Future Direction
## CERTIFICATE PROGRAM TIMING & OUTLINE
Each session is 4 hours: 2:00 p.m. - 6:00 p.m.

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<tr>
<th>Session #4</th>
<th>Sales &amp; Operations Planning (Judy Whipple)</th>
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<tr>
<td>(May 14)</td>
<td>• Forecasting and Forecast Accuracy</td>
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<td>• Demand Sensing</td>
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<td>• Order Cycle Management</td>
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<td>• Supply and Demand Alignment</td>
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<td>• Allocation Models</td>
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<th>Session #5</th>
<th>Logistics &amp; Network Design (Dave Closs)</th>
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<tr>
<td>(May 21)</td>
<td>• Logistics Operations</td>
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<td>&gt;&gt; Transportation</td>
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<td>&gt;&gt; Track and trace</td>
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<td>• Supply Chain Network Design</td>
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<td>• Metrics and Visibility</td>
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<tr>
<th>Session #6</th>
<th>SCODE Simulation I (Stan Griffis &amp; Justin Jagger)</th>
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<tr>
<td>(May 28)</td>
<td>• Introduction</td>
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<td>• Supply Chain Design &amp; Operations</td>
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<td>• Multiple Decision Rounds</td>
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<tr>
<th>Session #7</th>
<th>SCODE Simulation II (Stan Griffis &amp; Justin Jagger)</th>
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<tr>
<td>(June 4)</td>
<td>• Challenge Scenario</td>
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<td>• Supply Chain Design &amp; Operations</td>
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<td>• Multiple Decision Rounds</td>
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<td>• Conclusions &amp; Implications</td>
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<th>Session #8</th>
<th>Value Chain Trends, Future Implications &amp; Conclusion (Dave Closs)</th>
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<td>(June 11)</td>
<td>• 15 Key Strategic Trends</td>
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<td>• Discussion and Implications</td>
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CERTIFICATE PROGRAM PARTICULARS

To apply or for additional information contact us...

By Web: execed.broad.msu.edu/open
Phone: Cheryl Fulger, Program Operations Assistant, at 517-353-5670 or fulgerc1@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

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

Cancellation Policy
Substitution of participants can be made at any time prior to the program 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 Axia Institute, which is located at 715 E. Main Street, Suite 115, Midland, Michigan 48640.

Fee
The fee, which includes instruction, all educational materials, refreshments, web support, and certificate of completion, is $2,500.00. Fees can be paid by check made payable to Michigan State University or by credit card, and are due at least 10 days prior to the start of the program.

For more detailed information on all programs, faculty, and facility, please visit our web site at execed.broad.msu.edu/open
APPLICATION FORM

Mid-Michigan Value Chain Certificate Program

$2,500.00 tuition

First Name ____________________________ Initial ____ Last Name _______________________________

First Name or Nickname Preferred on Badge ___________________________________________________

Title or Position _________________________________________________________________________

Company ______________________________________________________________________________

Address _______________________________________________________________________________

City __________________________________________ State __________ Zip _____________________

Telephone ______________________________________________________________________________

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 ☐ Send Invoice

If you would like to pay with credit card, please call our offices at 517-353-8711, indicate that you would like to pay a seminar deposit or tuition via credit and provide the number to our authorized representative. NOTE—MSU policy does not permit this information to be saved in our files, so the card information will be destroyed immediately once processed.