SUPPLY CHAIN MANAGEMENT

WEST MICHIGAN SUPPLY CHAIN MANAGEMENT CERTIFICATE SERIES

January 17-December 5, 2019
Steelcase Innovation & Learning Center
Grand Rapids, Michigan

#1 in Supply Chain Management Education

Executive Development Programs
Broad College of Business
MICHIGAN STATE UNIVERSITY
West Michigan
Supply Chain Management Certificate Series

About the Program
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 15-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 lectures, 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.

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.

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.

In the past, results of the project have provided a tangible, net benefit back to the sponsoring company, making the investment of time and resources in the program well worth the effort.

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

Yemisi Bolumole
is Associate Professor of Supply Chain Management in the Broad College at Michigan State University. Prior to joining MSU, she was an Associate Professor of Logistics at the University of North Florida, where she served as the Director of the Transportation and Logistics Flagship Program. Her primary teaching interests include logistics systems design/analysis and supply chain management.

David J. Closs
is the John H. McConnell Chaired Professor of Business Administration in the Broad College at Michigan State University 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 Gambrel Family Endowed Professor of Management and Chairperson, Department of Management in the Broad College 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.

William A. Donohue
is a Distinguished Professor of Communication in the College of Communication Arts and Sciences at Michigan State University. He has published seven books and over 100 publications and conference papers in the areas of conflict, communication, negotiation and mediation. His most recent book, Card Talk: Winning Communication Games, focuses on how communicators can use messages more strategically to accomplish their goals. He is also the co-founder of the Sales Communication Specialization at Michigan State University.

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 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.

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 in academia, Justin worked as an R&D specialist in the biologics industry.

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

Jason Miller
is Assistant Professor of Logistics in the Broad College at Michigan State University. His primary research stream examines firms' logistics operations, with an emphasis on studying motor carrier safety. He also undertakes research developing and disseminating multivariate statistical techniques.

Ayalla Ruvio
is Assistant Professor of Marketing in the Broad College at Michigan State University and an applied consumer behavior researcher who focuses on issues such as consumers’ decision making regarding new products, identity and consumption, and cross-cultural consumer behavior.

Cheri Speier-Pero
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.

Judith M. Whipple
is 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.

Jeremy Wilson
is Professor in the School of Criminal Justice at Michigan State University, where he also serves as the director of the Center for Anti-Counterfeiting and Product Protection (A-CAPP) and the Program on Police Consolidation and Shared Services (PCASS). He has worked extensively to understand the supply chain implications of counterfeiting and product protection.

Ken Szymusiak
is Managing Director of the Burgess Institute for Entrepreneurship & Innovation in the Broad College at Michigan State University, where he helps to develop and support student entrepreneurship. He teaches in the areas of entrepreneurial mindset, small business creation and management, and business model development. In addition, he serves as Director of the Hive, an innovative student “idea laboratory” where he mentors students in moving business concepts from idea to market.
# Seminar Timing and Outline – Module I

Marketing and Supply Chain Management Concepts Jan. 17 – May 2, 2019 – Thursdays, 2:00-5:30 p.m.*

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Sub-Topics</th>
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<tbody>
<tr>
<td>Jan. 17</td>
<td>Supply Chain Overview &amp; Introduction</td>
<td>Definition and scope&lt;br&gt;Role of supply chain in competitive strategy&lt;br&gt;Examples of supply chain success&lt;br&gt;Project introduction</td>
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<td>Jan. 24</td>
<td>Mega Trends &amp; Supply Chain Implications</td>
<td>Key trends impacting supply chain practice&lt;br&gt;Future perspectives applied to your business</td>
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<td>Jan. 31</td>
<td>Marketing &amp; Customer Strategy</td>
<td>Marketing problem solving&lt;br&gt;Market analysis&lt;br&gt;Marketing orientation and process&lt;br&gt;Planning marketing programs</td>
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<td>Feb. 7</td>
<td>Market Segmentation, Targeting &amp; Positioning</td>
<td>Levels of segmentation&lt;br&gt;Bases for segmentation&lt;br&gt;Differentiating and positioning the market offering</td>
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<td>Feb. 14</td>
<td>Open Innovation &amp; New Product Development</td>
<td>The need for firms to innovate&lt;br&gt;A general overview of the new product development process&lt;br&gt;The importance and difficulty of choosing projects and several methods to choose&lt;br&gt;A brief overview of the role of the supply chain in new product development</td>
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<td>Feb. 21</td>
<td>Procurement I</td>
<td>Procurement strategy&lt;br&gt;Integrating procurement with supply chain strategy&lt;br&gt;New product/process/service development&lt;br&gt;Customer order fulfillment&lt;br&gt;After-sale service/support</td>
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<td>Feb. 28</td>
<td>Procurement II</td>
<td>Supplier integration into product/process/service development&lt;br&gt;Drivers/results and barriers&lt;br&gt;Supplier integration process&lt;br&gt;Purchasing evolution and future directions</td>
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<td>Mar. 7</td>
<td>Offense &amp; Defense in the Supply Chain – Resilience &amp; Interdiction</td>
<td>Discuss offensive and defensive strategies for supply chain&lt;br&gt;Define resilience &amp; interdiction</td>
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<td>Mar. 14</td>
<td>Manufacturing &amp; Operations Strategy</td>
<td>Comparison of manufacturing strategies&lt;br&gt;Make-to-stock&lt;br&gt;Configure-to-order and Make-to-order&lt;br&gt;Lean versus flexible manufacturing&lt;br&gt;Rationalizing production scheduling with logistics&lt;br&gt;Design for manufacturability&lt;br&gt;Design for flexibility</td>
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<td>Mar. 21</td>
<td>Forecasting &amp; Order Management</td>
<td>Components and objectives&lt;br&gt;Process and techniques&lt;br&gt;Implementation and evaluation&lt;br&gt;Performance cycle&lt;br&gt;Supply chain responsiveness</td>
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<td>Mar. 28</td>
<td>Supply Chain Simulation</td>
<td>Apply supply chain principles in a two-round, hands-on exercise&lt;br&gt;Understand dynamics of anticipatory and response-based supply chains</td>
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<td>Apr. 11</td>
<td>Inventory Management &amp; Planning Technology</td>
<td>Inventory management techniques, setting inventory parameters&lt;br&gt;Tactical information interchange&lt;br&gt;Inventory cost and service tradeoffs&lt;br&gt;Supply chain information technology architecture&lt;br&gt;Enterprise resource planning and scheduling&lt;br&gt;Radio Frequency Identification</td>
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<td>Apr. 18</td>
<td>Building &amp; Selling a Business Case</td>
<td>Developing a value proposition&lt;br&gt;Understanding the audience&lt;br&gt;Communicating effectively</td>
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<td>Apr. 25</td>
<td>Project Presentations I &amp; II</td>
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<td>May 2</td>
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*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 II

Supply Chain Management Processes August 22 – December 5, 2019 – Thursdays, 2:00-5:30 p.m.*

Aug. 22  Supply Chain Security & Compliance
- Dimensions of business and supply chain risk
- Evolving role of supply chain professionals
- Service v. product supply chains
- Compliance requirements

Aug. 29  Anti-Counterfeiting & Brand Protection
- Counterfeiting risk in the supply chain
- Proactive brand protection
- Developing strategies & capabilities

Sept. 5  The Electronic Marketplace & Business Analytics
- Electronic marketplaces
- Logistics impact on customer relationship management systems (CRM)

Sept. 12 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. 19 Warehousing & 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. 26 Transportation Management
- Changing transportation environment
- Lane design and operations
- Integrated transportation decision framework
- Mode/carrier selection
- Transportation management systems (TMS)

Oct. 3  Supply Chain Process Integration
- Systems analysis
- Manufacturing/distribution integration
- Facility network integration
- Total cost system integration

Oct. 10 Relationship Management & Outsourcing
- Rationale for outsourcing
- Relationship development process
- Managing long-term relationships
- Elements of successful relationships
- Relationship examples

Oct. 17 Services & Activities Outsourcing
- Outsourcing of services
- Processes and costing considerations

Oct. 24 Negotiation
- Common mistakes in negotiation
- Integrative versus distributive negotiations
- The role of planning in negotiation
- Awareness of dirty tricks in negotiation

Oct. 31 Supply Chain Cost & Financial Concepts
- Activity based costing
- Balance sheet and income statement analysis
- Inventory impact
- Asset utilization

Nov. 7 Communication & Personal Development
- Understanding audiences and messages
- Developing communication strategies
- Developing your professional capabilities

Nov. 14 SCODE
- Simulation of global supply chain operations
- Understand the impact of uncertainty in the supply chain

Nov. 28 Project Presentations I & II
& Dec. 5

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

To apply or for additional information contact us...

By Web exceed.broad.msu.edu/open
Phone Dave Frayer, Director, or E-mail at 800/356-5705 or frayerda@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 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 Innovation & 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 Innovation & Learning Center receptionist at 616-475-2900.

Fee
The fee, which includes instruction, all educational materials, refreshments, web support, and certificate of completion for the series, is $2,747.50 per module (or $5,495 for the series). 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 each module.

This program being generously supported by the following organizations:

For more detailed information on all programs, faculty, and facility, please visit our web site at exceed.broad.msu.edu/open
Application Form

West Michigan Supply Chain Management Certificate Series

(Please check one)

☐ Module One: January 17 – May 2, 2019  ☐ Module Two: August 22 – December 5, 2019
☐ Both Modules: January 17 – December 5, 2019

$2,747.50 tuition per module, $5,495 for both modules-includes instruction, materials, web support, refreshments, certificate of completion ($2,497.50 per module or $4,995 for both modules if register and pay by December 1, 2018).

First Name ______________________________ Initial ____ Last Name ______________________________

First Name or Nickname Preferred on Badge ____________________________________________________

Title or Position ___________________________________________________________________________

Company ________________________________________________________________________________

Work 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  ☐ Send Invoice

If you would like to pay with credit card, please call our offices at 800-356-5705 or 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.