WEST MICHIGAN SUPPLY CHAIN MANAGEMENT CERTIFICATE SERIES

JANUARY - DECEMBER 2022
LIVE, ONLINE

#1 in Supply Chain Management Education

Broad College of Business
MICHIGAN STATE UNIVERSITY
WEST MICHIGAN SUPPLY CHAIN MANAGEMENT CERTIFICATE SERIES

ABOUT THE PROGRAM

The West Michigan Supply Chain Management Certificate Series is based on the graduate level Supply Chain Management concentration in the Broad College of Business at Michigan State University. 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 are ideal participants in this program. Participants will represent the functional areas of procurement, manufacturing, materials management, logistics and customer service, and the major industrial and service segments. Professionals who have leading roles which overlook company operations in areas such as strategic initiatives and marketing will also find tremendous value in participating in the series.

A project will tie both modules together. It will be scoped and 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.

KEY LEARNING OBJECTIVES

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

DAVID J. CLOSS
is Professor Emeritus 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. Closs has published a variety of articles and co-authored a textbook on logistics management.

JENNIFER DUNN
is a faculty member in the Department of Management in the Broad College at Michigan State University. Her research is focused on negotiation, trust, reputation and ethical decision making. Dunn has won numerous teaching awards from our MBA programs.

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.

DAVID J. FRAYER
is the Assistant Dean for Outreach and Engagement in the Broad College at Michigan State University. 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 and a Professor of Logistics in the Department 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.

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. Melnyk is lead author of over 14 books and numerous articles.

JASON MILLER
is Associate 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.

FORREST MORGESON
is Assistant Professor in the Department of Marketing, Broad College of Business, Michigan State University. Dr. Morgeson teaches marketing research methods and marketing management courses to graduate and MBA students. Dr. Morgeson’s past position was Director of Research at the American Customer Satisfaction Index (ACSI) in Ann Arbor, Michigan.
CERTIFICATE SERIES FACULTY

ANAND NAIR
is Professor of Operations and Supply Chain Management in the Broad College at Michigan State University. His research focuses on issues related to learning, adaptation, self-organization, complexity and networks within organizational contexts.

CAROL PRAHINSKI
is a Fixed-Term Faculty Member in the Broad College of Supply Chain Management. Her work focuses on communications strategy for business professionals. Prior to her academic career, Carol was in the supply chain management and purchasing division in the food manufacturing industry.

AYALLA RUVIO
is Associate 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 Associate Dean for Undergraduate Programs and Professor of Information Systems in the Broad College at Michigan State University. 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.

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.

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. 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 was previously 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.
SEMINAR TIMING AND OUTLINE – MODULE I

Marketing and Supply Chain Management Concepts January 20 – April 21, 2022 – Thursdays, 2-5:30 p.m.*

Jan. 20  Supply Chain Overview and Introduction
- Definition and scope
- Role of supply chain in competitive strategy
- Examples of supply chain success
- Project introduction

Jan. 27  Mega Trends and Supply Chain Implications
- Key trends impacting supply chain practice
- Future perspectives applied to your business

Feb. 3   Marketing and Customer Strategy
- Marketing problem solving
- Market analysis
- Marketing orientation and process
- Planning marketing programs

Feb. 10  Market Segmentation, Targeting, and Positioning
- Levels of segmentation
- Bases for segmentation
- Differentiating and positioning the market offering

Feb. 17  Open Innovation and 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. 24  Procurement I
- Procurement strategy
- Integrating procurement with supply chain strategy
- New product/process/service development
- Customer order fulfillment
- After-sale service/support

Mar. 3   Procurement II
- Supplier integration into product/process/service development
- Drivers/results and barriers
- Supplier integration process
- Purchasing evolution and future directions

Mar. 10  Offense and Defense in the Supply Chain – Resilience and Interdiction
- Discuss offensive and defensive strategies for supply chain
- Define resilience and interdiction

Mar. 17  Manufacturing and Operations Strategy
- 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. 24  Forecasting and Order Management
- Components and objectives
- Process and techniques
- Implementation and evaluation
- Performance cycle
- Supply chain responsiveness

Mar. 31  Supply Chain Simulation
- Apply supply chain principles in a two-round, hands-on exercise
- Understand dynamics of anticipatory and response-based supply chains

Apr. 7   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

Apr. 13  Building and Selling a Business Case
- Developing a value proposition
- Understanding the audience
- Communicating effectively

Apr. 21  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 II

Supply Chain Management Processes August 25 – December 1, 2021 – Thursdays, 2-5:30 p.m.*

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<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Outline</th>
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<tbody>
<tr>
<td>Aug. 25</td>
<td>Supply Chain Security and Compliance</td>
<td>Dimensions of business and supply chain risk&lt;br&gt;Evolution role of supply chain professionals&lt;br&gt;Service v. product supply chains&lt;br&gt;Compliance requirements</td>
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<td>Sept. 1</td>
<td>Anti-Counterfeiting and Brand Protection</td>
<td>Counterfeiting risk in the supply chain&lt;br&gt;Proactive brand protection&lt;br&gt;Developing strategies and capabilities</td>
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<td>Sept. 8</td>
<td>The Electronic Marketplace and Business Analytics</td>
<td>Electronic marketplaces&lt;br&gt;Logistics impact on customer relationship management systems (CRM)</td>
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<td>Sept. 15</td>
<td>Developing Environmentally Friendly Supply Chains</td>
<td>Understanding the notion of value and waste (both strategic and generic)&lt;br&gt;Relating waste to processes&lt;br&gt;Waste as a residual&lt;br&gt;Metrics and waste&lt;br&gt;Identifying waste within the supply chain</td>
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<td>Sept. 22</td>
<td>Warehousing and Material Handling</td>
<td>Changing role of warehousing&lt;br&gt;General warehousing alternatives&lt;br&gt;Cost elements&lt;br&gt;Facility size, layout and design&lt;br&gt;Labor competencies and measurements&lt;br&gt;Materials handling equipment&lt;br&gt;Warehouse management systems (WMS)</td>
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<td>Sept. 29</td>
<td>Transportation Management</td>
<td>Changing transportation environment&lt;br&gt;Lane design and operations&lt;br&gt;Integrated transportation decision framework&lt;br&gt;Mode/carrier selection&lt;br&gt;Transportation management systems (TMS)</td>
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<td>Oct. 6</td>
<td>Supply Chain Process Integration</td>
<td>Systems analysis&lt;br&gt;Manufacturing/distribution integration&lt;br&gt;Facility network integration&lt;br&gt;Total cost system integration</td>
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<td>Oct. 13</td>
<td>Relationship Management and Outsourcing</td>
<td>Rationale for outsourcing&lt;br&gt;Relationship development process&lt;br&gt;Managing long-term relationships&lt;br&gt;Elements of successful relationships&lt;br&gt;Relationship examples</td>
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<td>Oct. 20</td>
<td>Negotiation</td>
<td>Common mistakes in negotiation&lt;br&gt;Integrative versus distributive negotiations&lt;br&gt;The role of planning in negotiation&lt;br&gt;Awareness of dirty tricks in negotiation</td>
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<td>Oct. 27</td>
<td>Supply Chain Cost and Financial Concepts</td>
<td>Activity based costing&lt;br&gt;Balance sheet and income statement analysis&lt;br&gt;Inventory impact&lt;br&gt;Asset utilization</td>
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<tr>
<td>Nov. 3</td>
<td>Communication and Personal Development</td>
<td>Understanding audiences and messages&lt;br&gt;Developing communication strategies&lt;br&gt;Developing your professional capabilities</td>
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<td>Nov. 10</td>
<td>SCODE I and II</td>
<td>Simulation of global supply chain operations</td>
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<tr>
<td>Nov. 17</td>
<td>Project Presentations I and II</td>
<td>Understand the impact of uncertainty in the supply chain</td>
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<tr>
<td>Dec. 1</td>
<td></td>
<td><em>A few of these dates are subject to change to Tuesdays or Wednesdays with notification at the beginning of each module.</em></td>
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PROGRAM PARTICULARS

TO APPLY OR FOR ADDITIONAL INFORMATION CONTACT US...

By Web  broad.msu.edu/executive-education
By Phone  517-353-8711
By E-mail  edp@broad.msu.edu
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

PROGRAM COST

The fee, which includes instruction, all educational materials, 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.

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.

FORMAT

Live, Online

This program being generously supported by the following organizations:

Steelcase  meijer

For more detailed information on our programs and faculty, please visit our web site at  broad.msu.edu/executive-education/