



# Essentials of Supply Chain Management

## Overview

Learn the critical foundational concepts required to lead an integrated supply chain operation. Develop common performance metrics, improve customer satisfaction, maximize capital turnover, and enhance alliances and partnerships. An industry case study and team-based simulation will strengthen new knowledge by providing hands-on learning opportunities.

## Who Should Attend

This course is ideal for mid- to senior-level managers and directors who are new to supply chain processes and searching for best practices. Those who work as functional counterparts in finance, information systems, manufacturing, or marketing will also benefit. Titles of participants have included:

- Director, Distribution and Transportation
- Senior Manager, Supply Services
- Logistics Management Specialist

## Program Benefits

Improve your ability to:

- Manage your supply chain to avoid functional pitfalls
- Minimize supply chain costs while maintaining or improving customer service
- Improve pooling, postponement, and other inventory deployment strategies
- Develop common performance metrics
- Improve customer satisfaction through shorter cycle times, maximizing capital turnover
- Use information technology to enhance performance

## At Penn State

### 3-Day Short Course

**Location: University Park, PA**

This course fulfills a requirement for the Professional Certificate in Supply Chain Management.

Please see our Schedule on the web for current dates.

## Value For You & Your Organization

A valuable supply chain simulation exercise called LINKS will provide hands-on learning in all major supply chain elements: suppliers, manufacturers, distributors, retailers, and end-users. You'll apply newly-learned concepts and make high-level decisions as you lead a "firm" in competition with your team by selling a "product" in three regional markets. You will return to your organization having learned best practices for managing the entirety of your supply chain.

**"One of the best logistics courses I've attended! The faculty were well prepared and professional. The material was grounded in theory and full of examples and practical application. The examples of similarities in the business and defense industry were enlightening for all attendees. I would highly recommend it. . . A First Class Operation!"**

**Lt.Col. J. Reggie Hall**

Executive Officer to the Assistant, Air Force Deputy  
Chief of Staff for Installations and Logistics

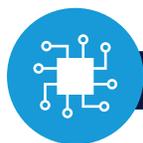
## Program Content

This program is taught by the very best business faculty and experienced practitioners from top organizations who will help you tie critical new perspective, concepts, and techniques to immediate application in the workplace.



### Management & Strategy

- Systems perspective
- Market demands and corporate expectations
- Link between business strategy and logistics
- Value chain analysis



### IT & The Supply Chain

- The role of information technology (IT) in the supply chain
- Innovative technologies and their uses
- IT and supply chain integration
- Measuring effectiveness



### Supply Chain Partnerships

- Strategic alliances and partnerships
- Current research and “best practices”
- Shared use of technologies
- Factors leading to partnership satisfaction



### Components & Tools

- Inventory management throughout the supply chain
- Enterprise resource planning systems
- Manufacturing/Distribution resource planning

## Pricing

- **\$3,150** covers tuition, materials, lunch, breaks, and the group dinner only (you are responsible for lodging, travel, and “on your own” dinners)
- **\$3,825** includes above plus meals and lodging at the Nittany Lion Inn or The Penn Stater (you are responsible for travel)

## Discounts

A 20% discount is available for:

- DoD or government employees
- Penn State Alumni
- Teams of three or more attending this program from one company
- CSCR Corporate Sponsors & other affiliated groups

## Earn a Professional Certificate

Grow your career and increase the value you bring to your organization. Earn a Professional Certificate in Supply Chain or Strategy and Organizational Performance by taking a series of three programs, in any order, over any period of time. Visit our website for full details.

## Custom Learning Solutions

We work with organizations to create custom learning solutions focused on your unique goals, challenges, and performance needs. Your solution may be a single intervention, a virtual experience, or a multi-session program supporting long-term change initiatives. Please call us to learn more.

**Our Learning Solutions Associates are ready to assist you with course reservations or additional details. For information on our full portfolio of offerings—including custom learning opportunities—call or visit us on the web.**

**800-311-6364** | [psep.smeal.psu.edu](https://psep.smeal.psu.edu)



**PennState**  
Smeal College of Business

Penn State  
Executive Programs