

Supply Chain Management/Logistics

Demand Management in the Supply Chain—Course Two

INTEGRATED SUPPLY CHAIN MANAGEMENT PROGRAM

- ▶ **Location:** Knoxville, Tennessee
- ▶ **Duration:** 2½ days
- ▶ **2010 Dates:** August 25-27
- ▶ **Tuition:** \$3,150 (includes meals and lodging);
\$1,575 if repeating the course
- ▶ Program fees are subject to change. Check our web site (<http://TheCenter.utk.edu>) for the latest information.
- ▶ Prerequisites: none.
- ▶ Class size is limited.

Participant Profile

Supply chain management issues are permeating every business in the modern world. As such, this course in the *Integrated Supply Chain Management Program* is aimed at executives and managers who have experience in the traditional business functions (finance, production, marketing, sales, accounting, engineering, logistics), but want to add to their knowledge of how these functions work together within the company and across companies in the supply chain. Experienced managers and executives (even within logistics)—with or without a graduate business degree—should consider adding this expertise in supply chain management to their personal education.

Course Overview

This course presents a framework for how the demand side of a value chain (i.e. sales, marketing, and downstream channel partners) can and should interface with the supply side of the enterprise (i.e. operations, logistics, purchasing, and upstream supply partners). Participants will

gain a detailed understanding of the notion of customer value and strategic marketing, and will also focus on demand planning and sales forecasting (mechanisms through which an enterprise's demand and supply managers collaborate to create efficient and effective operational plans). Participants not interested in certification will still find this to be an excellent overview of how those who generate demand in a value chain should interact with those who manage supply.

Options

- ▶ This course may be taken as an independent course.
- ▶ A certificate plaque is awarded to those that take this course and the five other supply chain courses.
- ▶ Those that take this course, all five of the other supply chain courses, and pass all six “exams” earn Supply Chain Management Certification.
- ▶ Taking this course and up to two of the other supply chain courses will count towards the UT Executive Development Certificate.

Certification

Participants may take this course as part of the sequence for the full *Integrated Supply Chain Management Certification Program*. Other courses needed for certification are: *Supply Chain Management Strategy, Logistics & Operations in the Supply Chain, The Lean Enterprise and the Supply Chain, Supply Chain Resource Management, and Integrative Supply Chain Experience*. There will be a knowledge assessment (test or assignment after completion of the course and participants return to work) for those pursuing certification.

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Key Objectives

- ▶ Understand the impact of demand on the supply chain and the considerable competitive advantages that can result from managing demand across companies.
- ▶ Define value from the perspective of customers and learn how to manage the supply chain to deliver that value.
- ▶ Learn how companies develop and use demand forecasts.
- ▶ Provide a foundation in the techniques, approaches and systems used to develop forecasts.
- ▶ Teach managers who use demand forecasts to better understand the development and limitations of forecasts.
- ▶ Expose students to the latest and most successful trends in forecasting, based on the faculty's experiences with more than 400 companies.

Distinguishing Features

- ▶ Dr. Tom Mentzer and Dr. Mark Moon—who are the executive director and director, respectively, for the University of Tennessee's *Sales Forecasting Management Forum*—are the primary faculty members for this course.
- ▶ University of Tennessee faculty wrote the core texts for the course.
- ▶ The content for this course is the result of more than 20 years of research and consulting in demand planning and sales forecasting involving hundreds of organizations.
- ▶ This course draws upon the ongoing learning in demand planning and sales forecasting that is being facilitated by the University of Tennessee's *Sales Forecasting Management Forum*.
- ▶ The University of Tennessee's programs in Logistics and Supply Chain Management have consistently been ranked among the best education programs in the field.
- ▶ The course has been designed to ensure the active involvement of all participants. A balance of theory and application is provided.

The course, like all Center for Executive Education open enrollment programs, is available as a customized, in-house program for organizations.

Faculty

- ▶ **Dr. John T. (Tom) Mentzer:** Professor, Marketing and Logistics, Bruce Chair of Excellence in Business, and faculty leader for UT's *Integrated Supply Chain Management and Logistics Executive Development Programs*.
- ▶ **Dr. Mark A. Moon:** Associate Professor of Marketing.

Facilities

Classes are held in the executive classrooms at UT's Center for Executive Education. These facilities are designed to promote group interaction in an environment conducive to applied discussion, feedback, and the development of relational networks that frequently continue well beyond the on-campus experience.

Accommodations are single-occupancy rooms at the nearby Knoxville Hilton Hotel. Transportation from the hotel to the Center and to dining is provided.

Contact

For more information on the *Demand Management in the Supply Chain* course, please contact:

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Website

For current information about the Center for Executive Education and its offerings, visit our web site at <http://TheCenter.utk.edu>

Related Courses

- ▶ Integrated Supply Chain Management Program
- ▶ Demand Management in the Supply Chain

- ▶ Logistics & Operations in the Supply Chain
- ▶ The Lean Enterprise and the Supply Chain
- ▶ Supply Chain Resource Management
- ▶ Integrative Supply Chain Experience
- ▶ Logistics Executive Development Program
- ▶ Performance-Based Logistics: The Basics and Beyond
- ▶ Vested Outsourcing

COURSE SCHEDULE

	WEDNESDAY	THURSDAY	FRIDAY
8:10-9:40		Strategic Marketing Frameworks	Forecasting Techniques: Regression Analysis
10:00-11:30		Customer and Supplier Relationship Management	Forecasting Techniques: Qualitative Analysis
12:30-2:00	Demand Management as Part of Supply Chain Management	Forecasting as a Management Process	World-Class Forecasting
2:15-3:45	Customer Value	Performance Measurement	
4:00-5:30	Customer Value Exercise	Forecasting Techniques: Time Series	