

Supply Chain Management/Logistics

Supply Chain Management Strategy—Course One

INTEGRATED SUPPLY CHAIN MANAGEMENT PROGRAM

- ▶ **Location:** Knoxville, Tennessee
- ▶ **Duration:** 2½ days
- ▶ **2010 Dates:** August 23-25
- ▶ **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 supply chain management from a strategic perspective. An overview of the issues of supply chain challenges and opportunities, value chain, logistics service quality, negotiation strategies, globalization, and relationship management will be addressed—

both independently as well as how they will be expanded in later courses of the *Integrated Supply Chain Management Program*. Participants not interested in certification will still find this to be an excellent overview of critical supply chain management issues.

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 full *Integrated Supply Chain Management Certification Program*. Other courses needed for certification are: *Demand Management in the Supply Chain*, *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.

Key Objectives

- ▶ Define integrated supply chain management, its components, and how they are integrated.

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- ▶ 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 to manage the sourcing and information technology functions within the global supply chain environment.
- ▶ Understand the importance of managing relationships with suppliers and customers to create differential advantage for the supply chain.
- ▶ Introduce the other courses of the *Integrated Supply Chain Management Program*, and how each fits into the skill set of the modern supply chain manager.

Distinguishing Features

- ▶ Dr. John T. (Tom) Mentzer—world-renowned in the area of supply chain management—is the primary faculty member for this course.
- ▶ The core text for the course was written by University of Tennessee faculty and research associates.
- ▶ 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 at The University of Tennessee and faculty leader for UT's *Integrated Supply Chain Management and Logistics Executive Development Programs*.

- ▶ **Dr. Daniel J. Flint:** Associate Professor of Marketing and Proffitt's, Inc. Professor of Marketing at The University of Tennessee.
- ▶ **Dr. Diane Mollenkopf:** Associate Professor of Logistics at The University of Tennessee.
- ▶ **Dr. Lloyd M. Rinehart:** Associate Professor of Logistics at The University of Tennessee.
- ▶ **Dr. Theodore P. Stank:** Professor of Logistics, Associate Dean of Executive Education, and Dove Professor of Logistics at The University of Tennessee.

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 *Supply Chain Management Strategy* 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>

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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

| | MONDAY | TUESDAY | WEDNESDAY |
|-------------|---|--------------------------------|---|
| 8:10-9:40 | Supply Chain Challenges and Opportunities | Leveraging Supply Chain Value | Supply Chain Strategy and Certification Courses |
| 10:00-11:30 | | Logistics Service Quality | |
| 12:30-2:00 | Value Chain Game | Global Supply Chain Management | |
| 2:15-3:45 | | Negotiation Strategies | |
| 4:00-5:30 | Relationship Management | | |