SUPPLY CHAIN MANAGEMENT PROGRAM

MONDAY  
June 25, 2007

TUESDAY  
June 26, 2007

WEDNESDAY  
June 27, 2007

THURSDAY  
June 28, 2007

FRIDAY  
June 29, 2007

Session I  
Competing through Capabilities  
Customer Service Management  
Product Development and Commercialisation  
The Agile Supply Chain  
Developing and Implementing High-Performance Relationships in the Supply Chain

Session II  
Supply Chain Management  
Demand Management  
Returns Management  
Developing Supply Chain Metrics  
Implementing Supply Chain Management

Session III  
Measuring the Profitability of Customers and Suppliers  
Order Fulfilment  
Electronically Linking the Supply Chain  
Supply Chain Mapping  
Panel Discussion and Seminar Wrap-up

Session IV  
Customer Relationship Management  
Case Work: CMR Enterprises  
Syndicates: Case Work – Barrilla SpA (A)  
Conducting Cross-Functional Assessments of the SCM Processes

Session V  
Syndicates:CMR Enterprises  
 Manufacturing Flow Management  
Management Components of Supply Chain Management

Session VI  
Supplier Relationship Management

PROGRAM FACULTY

PETER ROBERTSON is a Senior Lecturer in Supply Chain Management and Logistics and leader of the Centre for Supply Chain Research at the University of Wollongong's Graduate School of Business. Peter compliments this academic position with 39 years of industry experience in senior supply chain positions. Peter has recently completed his PhD where he researched the impact of supply chain process integration on business outcome performance. He is a member of several supply chain related associations and a Board member of the Australia New Zealand Chapter of the Supply Chain Council.

DOUGLAS M. LAMBERT is the Raymond E. Mason Chair in Transportation and Logistics and Director of The Global Supply Chain Forum at The Ohio State University. Dr. Lambert has served as a faculty member for over 500 executive development programs in North and South America, Europe, Asia and Australia. He is the author or co-author of seven books and more than 100 articles, the most recent of which appeared in the December 2004 Harvard Business Review. In 1986, Dr. Lambert received the CLM Distinguished Service Award for his contributions to logistics management. He holds an honours MBA and MBA from the University of Western Ontario and a Ph.D. from The Ohio State University. Dr. Lambert is co-editor of The International Journal of Logistics Management.

SEBASTIÁN J. GARCÍA-DASTUGUE is an Assistant Professor at Universidad de San Andrés, Buenos Aires, Argentina, and a member of the research team of The Global Supply Chain Forum, Fisher College of Business, The Ohio State University, Columbus, Ohio, USA. His research has been published in Journal of Business Logistics, The International Journal of Logistics Management and Industrial Marketing Management and as chapters of books. Sebastian’s research interests are in supply chain management, logistics, measuring the value added, information technology and coordination across firms in the supply chain. Dr. García-Dastugue has more than 10 years of experience in industry. Dr. García-Dastugue holds a MBA in MIT from Universidad CAECE, an MBA from IAE – Universidad Austral, and a Ph.D. from The Ohio State University.
SUPPLY CHAIN MANAGEMENT IS EVERYBODY’S JOB

Executives from leading edge companies and researchers associated with the Global Supply Chain Forum at the Ohio State University have spent the last decade developing a strategic framework for supply chain management that focuses on managing essential business processes, both cross-functionally and with key members of the supply chain.

Now, executives in your organisation have the opportunity to benefit by attending a Sydney Business School open enrolment seminar that has been designed to deliver a supply chain management program that is:
• Affordably priced
• Professionally presented
• Up-to-date and relevant
• Practical and tested

PROGRAM OVERVIEW

Increasingly, supply chain management is being viewed not as a business function but as a business approach used to transcend traditional functional boundaries. Supply chain management is the integration of key business processes from end user through original suppliers that provides products, services, and information that add value to customers and other stakeholders. It focuses on the management of the relationship between firms in the chain. Because these relationships can be quite complex, all business functions need to be involved.

Customer relationship management and supplier relationship management form through linkages in the supply chain and the other six processes are coordinated through those linkages. The framework described in this seminar is built on the eight key business processes that are both cross-functional and cross-firm in nature. Each process is managed by a cross-functional team including representatives from finance, marketing, logistics, production, purchasing, research and development, and sales.

Who should attend?
The seminar is designed specifically for executives who want to develop and implement stronger relationships with key customers and suppliers, by focusing on the core processes that must be managed throughout the supply chain.

SUPPLY CHAIN MANAGEMENT

THE KEY BUSINESS PROCESSES COVERED ARE:
• Customer relationship management
• Customer service management
• Demand management
• Order fulfilment
• Manufacturing flow management
• Supplier relationship management
• Product development and commercialisation, and
• Returns management

The focus at this seminar therefore, is on a process-oriented framework that was developed by both academics and business executives associated with the Global Supply Chain Forum at the Fisher College of Business.

PROGRAM DETAILS

The Supply Chain Management Program will be held June 25-29, 2007 at the Sydney Business School Level 14, 175 Liverpool St Sydney. The Sydney Business School is located on level 14 of the American Express building at the south end of Hyde Park.

The program fee of A$2,850 includes 5 days of tuition, course materials, text book, lunch, and morning and afternoon teas. Travel and accommodation will need to be arranged and paid for by each attendee. There are several good quality hotels within walking distance of the Sydney Business School and these are listed on the event website. Please visit the event website for further information. www.uow.edu.au/gsb/programs/supply_chain_management.html

HOW TO REGISTER

The registration form is attached to this brochure. Please return completed forms via post or fax as described on the registration form. Additional registration forms and further information and can be obtained from our website: www.uow.edu.au/gsb/programs/supply_chain_management.html

For any queries please contact:
Jennifer Reynolds
Administrative Assistant
Phone: 02 4221 5522 or email: jennifer_reynolds@uow.edu.au

Please note that registration includes:
All coursework and materials including the program text book
Morning and afternoon tea and lunch
Registration does not include travel or accommodation.

Registration Form