

SUPPLY CHAIN MANAGEMENT PROGRAMME

Cranfield
UNIVERSITY
School of Management



Transforming
knowledge
into action



OVERVIEW

Supply chain management is becoming increasingly important for organisations and, at the same time, more and more challenging for the individuals responsible. On the one hand, markets are increasing in both volatility and complexity, whilst, on the supply side, globalisation is leading to lengthening supply chains, often associated with greater vulnerability to interruptions and delays.

This programme will show you the latest thinking in supply chain management and help you with the issues that occur in the current dynamic environment. It will help you to increase your confidence and ability to better deal with complex issues in your supply chain.

Please see [website](#) for dates and fees.

DURATION

5 days, residential

TO BOOK CONTACT:

T: +44 (0) 1234 754570

E: som.action@cranfield.ac.uk



Book online at www.cranfield.ac.uk/som/scmp

KEY BENEFITS

DELEGATES GAIN:

- New insights into aligning your supply chain to achieve competitive advantage
- An increased understanding of the impact of supply chain management on costs and financial performance
- Appreciation of approaches and frameworks that can be applied to different market segments
- Reviews of the latest thinking on supply chain strategy, planning and execution.

ORGANISATIONS GAIN:

- Appreciation of how competitive advantage can be achieved within dynamic market places
- Understanding of the impact of enhanced supply chain performance on the overall profitability of the organisation
- Ability to address the management of supply chain risks
- Recognition of the value of working across functions.

CORE CONTENT

- Developing supply chain strategies
- New business models for improved supply chain performance
- Supply chain segmentation
- Plan: Demand planning and forecasting
- Source: Global sourcing
- Make: Manufacturing and the supply chain
- Deliver: The role of inventories and warehousing, and third party logistics providers
- Supply chain risk management
- Performance measurement
- Customer profitability.

General Enquiries:

W: www.cranfield.ac.uk/som/executive | T: +44 (0)1234 754570 | E: som.action@cranfield.ac.uk



DELEGATE PROFILE

- Supply chain, logistics, and materials managers and directors who wish to broaden and update their skills and knowledge
- Marketing, customer service and manufacturing managers and directors who are seeking supply chain integration or who need to understand the impact of supply chain decisions upon their company's performance
- It is extremely beneficial for delegates from different functions in a company to attend this programme, to ensure consistent and supportive action in supply chain management.



**WIDENED MY
THINKING AND
FOCUSED MY MIND
ON DEVELOPING A SUPPLY
CHAIN 'ROAD MAP' FOR MY
BUSINESS.**

Neil Watkins

SUPPLY CHAIN MANAGER
TATA STEEL SPECIALITY

TIMETABLE

DAY 1

- Using the supply chain to compete
- Managing the supply chain in an age of uncertainty
- Supply chain simulation: The Blocks Game
- Introduction to the Knowledge Interchange
- Sustainable supply chain management.

DAY 2

- PLAN: Demand planning and forecasting
- SOURCE: Global sourcing
- MAKE: Manufacturing and the supply chain
- DELIVER: The role of inventories and warehouses in modern supply chains.

DAY 3

- The role of 3rd party logistics providers
- Performance measurement in the supply chain
- Collaboration with the supply chain
- Mapping the supply chain.

DAY 4

- Customer profitability analysis
- The challenges of supply chain implementation
- Global sourcing and supply chain management game
- Course dinner.

DAY 5

- Global sourcing and supply management game de-brief
- Key issues workshop.



General Enquiries:

W: www.cranfield.ac.uk/som/executive | T: +44 (0)1234 754570 | E: som.action@cranfield.ac.uk

PROGRAMME DIRECTORS

DR. MARTIN CHRISTOPHER

BA MSc PhD

Emeritus Professor of Marketing & Logistics

Martin's work in the field of logistics and supply chain management has gained international recognition. He has published widely and his recent books include Logistics and Supply Chain Management and Marketing Logistics. Martin co-founded the International Journal of Logistics Management and was its joint editor for 18 years.



At Cranfield, Martin chairs the Advisory Board of the Centre for Logistics and Supply Chain Management. Research plays a key role in the work of the Centre and contributes to its international standing. Martin is active as an advisor to many organisations and is non-executive director of LCP Consulting, a specialist consulting service in the fields of logistics and supply chain management. Martin is an Emeritus Fellow of the Chartered Institute of Logistics and Transport and a Fellow of the Chartered Institute of Purchasing and Supply.

RICHARD WILDING OBE

BSc PhD CEng Eur Ing FIET FCILT FHEA

Professor of Supply Chain Strategy

As Chair in Supply Chain Strategy at the Centre for Logistics and Supply Chain Management, Richard works with European and International companies on logistics and supply chain projects in all sectors including pharmaceutical, retail, automotive, high technology, food drink and professional services.



Richard was appointed in 2005 as the first ever Full Professor and Chair of Supply Chain Risk Management in the World.

His special areas of interest include the creation of collaborative business environments, reducing supply chain vulnerability and risk, time compression and techniques for aligning supply chains to maximise customer value and reduce cost.

CRANFIELD MANAGEMENT DEVELOPMENT CENTRE

Our Open Executive Programmes are held at the Cranfield Management Development Centre (CMDC). Full board accommodation (where applicable) and all sessions are usually held at this specifically designed conference centre which has an established reputation for being one of the best centres in the country.

Located in a rural, tranquil setting on the Bedfordshire/Buckinghamshire border, CMDC is conveniently situated by the M1 motorway, railway stations and major airports. We even have an airport on site!

TAKING CARE OF YOUR EVERY NEED

We understand that development doesn't only happen in the lecture

room. That is why the CMDC provides inviting lounge areas where you can network with your colleagues, restaurants that allow conversation to flow easily as you enjoy the excellent cuisine, and fitness facilities, including a swimming pool, sauna and exercise room, to relax and invigorate you at the end of the day.

A HOME FROM HOME

After a hard day's learning, lie back and relax in one of the 186 modern en-suite bedrooms, all of which are designed to make you feel at home. The amenities include free Wi-Fi, freeview television, a great working area with appropriate light and desk space and a music centre to help you unwind.



General Enquiries:

W: www.cranfield.ac.uk/som/executive | T: +44 (0)1234 754570 | E: som.action@cranfield.ac.uk



PLEASE BE AWARE:

The information in this brochure was correct at the time of going to press. However, as part of the on-going development of our programmes, delegates, leading academics and practitioners continually review the programmes and their content.

We have made every effort to use accurate descriptions, images, quotations and references but errors and omissions may occur and are expected. Please check the programme page on the website for the latest information, fees and offers.

Cranfield School of Management reserves the right to amend the published programmes. For full terms and conditions please see our website:

www.cranfield.ac.uk/som/executive/tc

CRANFIELD MANAGEMENT DEVELOPMENT LIMITED

Cranfield, Bedford, England, MK43 0AL

T: +44 (0) 1234 751122

F: +44 (0) 1234 751806

www.cranfield.ac.uk/som/executive