



CERTIFIED SUPPLY CHAIN MANAGER

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| Course | Supply Chain Management |
| Instructor | Certified American Academy Instructor |
| Descriptions | <p>A supply chain is comprised of all the parties involved in fulfilling a customer request. The integrated management of the network is a critical determinant of success in today's competitive environment. Companies like Nokia, Toyota, Dell, Procter & Gamble, and a relatively new comer like Tata Motors are proof that excellence in supply chain management is a must for financial strength and industry leadership.</p> <p>The increasing competition around the globe, supply chain management is both a challenge and an opportunity for companies. Hence a strong understanding of supply chain management concepts and the ability to recommend improvements should be in the toolbox of all managers. The objective of this course is to introduce you to the key concepts and techniques that will allow you to analyze, manage and improve supply chain processes for different industries and markets.</p> <p>At completion of this course, the participants will have the skills to assess supply chain performance, manage the operations effectively and efficiently, and make recommendations to increase supply chain competitiveness.</p> <p>The AAPM[®] certification process, administered by GAFM Board, identifies to the public that those individuals who have been authorized to use the AAPM[®] certification marks in the globe have met rigorous professional standards and have agreed to adhere to the principles of integrity, objectivity, competence, fairness, confidentiality, professionalism and diligence when dealing with clients.</p> |
| Objectives | <p>After the completion of the course, the participants should gain the followings:</p> <ol style="list-style-type: none"> 1. An understanding of the primary differences between logistics and supply chain management 2. An understanding of the individual processes of supply chain management and their interrelationships |

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| | <p>within individual companies and across the supply chain</p> <ol style="list-style-type: none"> 3. An understanding of the management components of supply chain management 4. An understanding of the tools and techniques useful in implementing supply chain management 5. To promote recognition and acceptance of professional status for people involved in supply chain operations among other areas of business management. 6. To develop performance standards and operational guidelines that can improve the efficiency and effectiveness of supply chain management. 7. To increase the degree to which the individual gains personal confidence, satisfaction, and pride from direct involvement in supply chain management and operations. |
| Target Audience | <ul style="list-style-type: none"> • Supply chain /Logistics Managers • Business Managers • Logistics and operation staff |
| Duration | 3 Days |
| Course Contents and Descriptions | |
| Module 1: Supply Chain Management Fundamentals | <p>This module highlight and emphasize on the fundamentals and technical definition of supply chain and the elements that support its operation such as:</p> <ul style="list-style-type: none"> • Broad concepts include primary processes, objectives, logistics, integration methods, and rewards • Alignment of supply chain with corporate strategies • Key considerations for planning, inventory control, and continued improvement • Identification and management of market segments • Demand forecasting and effective management techniques • Effective customer relationship management (CRM) |
| Module 2: Supply Chain Strategy, Design, and Compliance | <p>This module describes the strategic values of supply chain within the frame and cycle of supply chain management strategy encompassing such as:</p> <ul style="list-style-type: none"> • Sustainability practices in design and operation • Measurement, responsiveness, operations, and |

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| | <p>communications</p> <ul style="list-style-type: none"> • Risk, its sources, impacts, and mitigation methods • Globally dispersed supply and demand, and the effects on logistics • Factors influencing demand, including design, marketing, selling, and matching customer orders • Core Customer Relationship Management (CRM) concepts, including strategies, technologies, and implementation challenges • Fundamentals of supplier relationship management (SRM), including strategies, improved source management, relevant technologies, and measurement • Inventory planning and control methods |
| <p>Module 3: Supply Chain Implementation and Operations</p> | <p>This module describes on the implementation and operation of supply system chain supported by operational system.</p> <ul style="list-style-type: none"> • Supply chain dynamics and the balance of responsiveness and efficiency • Managing supply from internal and external sources • Implementation of demand plans, including prioritization, fulfilment, and capturing and communicating point-of-sale data • Tools and techniques to support continuous improvement |
| <p>Module 4: Outsourcing in SCM</p> | <p>This module describes the practice of outsourcing in supply chain management and the impact in the business model.</p> <ul style="list-style-type: none"> • Business Process Outsourcing • New Business Model • Transformation |
| <p>Module 5: Distribution and Warehousing</p> | <p>This module describes on the distribution and warehousing management, and implementation of the governing mechanism within supply chain components such as:</p> <ul style="list-style-type: none"> • Distribution and warehousing. • Channels of Distribution • Warehousing and Storage • Inventory Management and Stock Control • Material Control |
| <p>Module 6: Logistics Cost Planning</p> | <p>This module describes elaborately on the aspect operational cost as related to supply chain management operation and</p> |

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| | <p>covers issues such as:</p> <ul style="list-style-type: none"> • Purpose • Implementation Consideration • Integration |
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| Module 7: e-Supply Chain | <p>This module highlights on the principles on electronic supply chain and emphasizes on the components, infrastructure, and the impacts to the whole business organization, and describes the followings:</p> <ul style="list-style-type: none"> • The Final Frontier • E-SCM • Benefits of Buyers and Suppliers • E-SCM Solution • The Future |
| Case Studies | <p>Specific supply chain and logistic operation cases will be analysed and evaluated to provide technical and process analytical capability to the participants to assist them in coping with actual situation in their day-to-day supply chain operations.</p> |