

Supply Chain Management

Strategy and Planning for Effective Operations

LIVE VIRTUAL

March 28 –

April 1, 2022

Sept. 12-16, 2022

\$5,550*

Revolutionize your operations. In this dynamic and collaborative learning environment, you'll learn the latest tools, techniques and models for efficient — and effective — supply chain management.

Taught by leading authorities on management, strategy, marketing and decision sciences, this program offers an interdisciplinary approach to managing supply chains and leading effective operations. Faculty present state-of-the-art models and real-world case studies on managing facilities, inventories, transportation, information, outsourcing, strategic partnering and more.

You will learn effective strategies for managing logistics and operating complex networks. You'll develop new skills for integrating your supply chain into a coordinated system and learn how to identify supply chain risks and design mitigation strategies. You'll gain practical tools for increasing service levels and reducing costs. And you'll be inspired to redesign your operations for peak performance.

“There are many moments throughout the course in which you are really forced to think about how your supply chain is designed versus how it should be.”

DIRECTOR OF MANUFACTURING & ENGINEERING, EXACTECH INC.

* Operations Management Bundle *

This combination of three programs — **Lean Operations, Supply Chain Management** and **Operations Strategy** — provides an executive-level learning experience focused on the same innovative operations-management approach taught in Kellogg's world-class MBA programs. When taken together, these programs are offered at a discounted fee.

Key Benefits

- Design supply chains that improve profitability
- Use product design, strategic sourcing and contracts to efficiently match supply and demand
- Build and maximize supply chain coordination and collaboration
- Identify supply chain risks and design risk-mitigation strategies
- Explore purchasing, production and distribution strategies for a global environment

Who Should Attend

- Senior and mid-level managers and consultants responsible for domestic and international supply chain and logistics systems
- Operations, purchasing, inventory control and transportation managers who want to ensure high customer service levels, low system-wide costs and smooth production with as little inventory as possible
- Managers who want to gain a deeper understanding of the role supply chains play in a company's overall business strategy

Learn more and apply: kell.gg/kxsupply

*Dates and program fees are subject to change.

Program Content

Link Between Supply Chain Strategy and Structure

- Identify drivers of supply chain performance
- Link the structure of these drivers to the success of supply chain strategy

Supply Chain Network Design

- Identify trade-offs in supply chain network design
- Discuss approaches to account for uncertainty and risk when designing networks

Supply Chain Coordination and Integration

- Discuss causes of information distortion in the supply chain
- Identify suitable countermeasures to coordinate the supply chain

Managing Inventory in a Supply Chain

- Discuss mechanisms to reduce cycle inventory without hurting cost
- Identify approaches to reduce safety inventory without hurting product availability

Purchasing and Sourcing in a Supply Chain

- Discuss frameworks for outsourcing and extracting value from procurement
- Analyze strategies for pricing and auctions during procurement

Managing Risk in a Global Supply Chain

- Analyze sources of supply chain risk and explore strategies to help mitigate risk
- Incorporate reputational risk into supply chain

The Faculty

These esteemed Kellogg faculty members are widely recognized as leading experts on supply chain management, operations, marketing, risk management and decision sciences.

Sunil Chopra

Academic Director; IBM Professor of Operations Management and Information Systems; Professor of Managerial Economics & Decision Sciences

Achal Bassamboo

Charles E. Morrison Professor of Decision Sciences; Professor of Operations; Co-Director of MMM Program

Anne Coughlan

Polk Bros. Chair in Retailing; Professor of Marketing

David Austen Smith

Peter G. Peterson Chair in Corporate Ethics; Professor of Managerial Economics & Decision Sciences; Director, Ford Motor Center for Global Citizenship

Jan A. Van Mieghem

Harold L. Stuart Professor of Managerial Economics; Professor of Operations Management, Managerial Economics & Decision Sciences

Please note: Faculty is subject to change.

Kellogg Executive Education

Live Virtual Program features:

- Live Online Learning — Delivered in our live virtual classroom, with a limited number of participants to ensure maximum engagement
- Top Kellogg Faculty — Kellogg's renowned thought leaders will share their knowledge and facilitate thoughtful discussion in real time throughout the program
- Peer-to-Peer Connections — Many opportunities to interact with your global peers through both formal and informal activities
- A Rich, Interactive Experience — A high-quality, transformative learning experience with timely, actionable content and seamless interactivity
- Credit towards a Kellogg Executive Scholar Certificate — All our live virtual programs count towards completion of your certificate



Learn more and apply:
kell.gg/kxsupply

Consult with an Advisor:
execed@kellogg.northwestern.edu 847.467.6018

Supply Chain Management

Strategy and Planning for Effective Operations

ACADEMIC DIRECTOR: Sunil Chopra

TOPIC OVERVIEW — LIVE VIRTUAL FORMAT

This live virtual program will be offered in half day sessions and will include regular breaks and significant interaction with faculty and other participants. All times are Central Time.

| | DAY 1: Monday | DAY 2: Tuesday | DAY 3: Wednesday | DAY 4: Thursday | DAY 5: Friday |
|--|---|---|---|--|---|
| 8:30am - 10:00am CT | Introduction Chopra | Network Design in the Supply Chain Chopra | Managing Uncertainty in the Supply Chain Chopra | Sourcing in the Supply Chain Chopra | Managing Supply Chains in the Presence of Reputational and Strategic Risk Austen-Smith |
| 10:15am - 11:45am CT | Strategic Framework for Supply Chain Management <i>Seven-Eleven Japan Co</i> Chopra | Network Design in the Supply Chain (cont'd) <i>D-Solar</i> Chopra | Managing Uncertainty in the Supply Chain (cont'd) <i>Diamond Retailing</i> Chopra | Supply Chain Sourcing Game Van Mieghem | Managing and Allocating Recurrent Risk in the Supply Chain Chopra |
| 12:00pm - 1:30pm CT or 12:15pm - 1:45pm CT | Linking Financial Performance to Supply Chain Metrics Chopra | Information Distortion in the Supply Chain Bassamboo | Managing Transportation in the Supply Chain Chopra | Supply Chain Sourcing Game (cont'd) Van Mieghem | Managing Disruption Risk in the Supply Chain Chopra |
| 1:45pm - 2:00pm CT | Office Hours (Optional) | Office Hours (Optional) | Office Hours (Optional) | Office Hours (Optional) | Office Hours (Optional) |

Learn more and apply:
kell.gg/kxsupply

Consult with an Advisor:
execed@kellogg.northwestern.edu
847.467.6018

Northwestern University reserves the right to change without notice any statement in this publication concerning, but not limited to, rules, policies, tuition, fees, curricula and courses. This includes the right to cancel a program at any time for any reason. In case of a cancellation, the university is not responsible for any travel or other related expenses accrued by the program registrant.