



VALUE CHAIN MANAGEMENT CERTIFICATE PROGRAM

APRIL - JUNE 2021

#1 in
Supply Chain
Management
Education



Broad College of Business
MICHIGAN STATE UNIVERSITY



VALUE CHAIN MANAGEMENT CERTIFICATE PROGRAM

**A VIRTUAL LEARNING OPPORTUNITY FOR EXECUTIVES AND MANAGERS
RESPONSIBLE FOR SUPPLY CHAIN STRATEGIC PLANNING AND VALUE CREATION**

FLEXIBLE SCHEDULE, LIVE AND ONLINE

With more than 10 years experience in providing online interactive programs, the Broad College of Business is well prepared to welcome you to a flexible, productive and rewarding learning environment. Program content will be delivered through a mix of offline assignments including video recordings and readings that you may complete at your own pace. Value chain management case studies and workplace examples will be used throughout the modules. You will also participate in “live” online and interactive discussions led by full-time MSU faculty. Additionally, you will engage in an interactive simulation or exercise covering value chain concepts. All combined, participants can plan on more than 32 hours of instruction time, spanning an eight week period.

ABOUT THE PROGRAM

The program’s structure is based upon a portion of the graduate level Supply Chain Management concentration in The Eli Broad College of Business at Michigan State University. The Broad College’s Supply Chain Management Program is consistently ranked as one of the best in the country.

WHO SHOULD ENROLL?

Executives and managers who must achieve enterprise success through supply chain management excellence in the highly competitive global environment. Participants will represent the functional areas of procurement, manufacturing, materials management, logistics and customer service and all major industrial and service segments.

PROGRAM OBJECTIVES

- Provide a thorough knowledge and understanding of world-class value chain management practices and their role in developing and maintaining competitive advantage;
- Provide experience in viewing value chain situations from the perspective of suppliers and customers of manufacturers and service providers;
- Provide an introduction to the tools and applications used in value chain process evaluation and re-engineering;
- Provide experience and feedback in the use of both qualitative and quantitative data analysis; and
- Provide a knowledge baseline documenting value chain management best practices.



CERTIFICATE PROGRAM FACULTY

DAVID J. CLOSS

is the John H. McConnell Chaired Professor of Business Administration Emeritus in the Broad College at Michigan State University and director of the certificate program. He has given extensive presentations discussing the application of information systems technology to logistics management and logistics strategy. Closs has published a variety of articles and co-authored a textbook on logistics management.

DAVID J. FRAYER

is Assistant Dean for Outreach and Engagement in the Broad College of Business at Michigan State University. Frayer is co-author of *Best Practice Model for ECR Alliances* and *Global Supply Chain Management* in addition to several publications on global procurement and logistics strategy. He also is the director of the College's Executive Development Programs, including the world's premier seminar on supply chain logistics.

STANLEY E. GRIFFIS

is the John H. McConnell Professor of Business Administration in the Broad College at Michigan State University. Prior to joining the faculty, he taught at the Air Force Institute of Technology in Dayton, Ohio. His primary teaching interests include logistics and supply chain management.

JUSTIN JAGGER

is an Academic Specialist in the Department of Supply Chain Management in the Broad College at Michigan State University. He acts as a primary learning facilitator for applications including supply chain simulations, business games and network optimization. Prior to joining academia, Justin worked as an R&D specialist in the biologics industry.



JUDITH M. WHIPPLE

is a Professor of Supply Chain Management in the Broad College at Michigan State University. Previously, she was an Assistant Professor at Western Michigan University in Food Marketing and Integrated Supply Management. Whipple's research focuses on alliances and supply chain integration. She has published various articles as well as presented at industry conferences and executive development programs.

JEREMY M. WILSON

is a Professor in the School of Criminal Justice at Michigan State University, where he founded the Center for Anti-Counterfeiting and Product Protection and the Program on Police Consolidation and Shared Services. He works extensively with organizations on brand protection issues.



CERTIFICATE PROGRAM TIMING AND OUTLINE

The program is organized into eight online content modules, each comprised of 4-6 hours of interactive group discussions and self-paced learning. The modules run from the week of April 12, to June 3, 2021.

Module #1

April 12 - 15

Value Chain Overview and Customer Value (Dave Frayer)

The first part of this module is designed to welcome participants to the program, establish expectations and answer questions.

- Monday (4/12 - 4 to 5 p.m.) – Zoom Welcome, Introduction and Overview

The second part of this module is designed to discuss value chain management and how its potential for delivering improved customer value.

- Monday (4/12) – Value Chain Recordings and Articles Posted
- Thursday (4/15 - 4 to 5 p.m.) – Zoom Discussion

Module #2

April 16 - 22

Anti-Counterfeiting, Brand Protection, Risk Management and Sustainability (Jeremy Wilson and Stan Griffis)

The first part of this module is designed to discuss anti-counterfeiting and brand protection and its relevance to improved value chain management.

- Friday (4/16) – Anti-Counterfeiting and Brand Protection Recordings and Readings Posted
- Tuesday (4/20 - 4 to 5 p.m.) – Zoom Discussion

The second part of this module is designed to discuss risk management and sustainability in the context of value chain management.

- Thursday (4/22 - 4 to 6 p.m.) – Zoom Discussion

Module #3

April 23 - 28

Sales and Operations Planning (Judy Whipple)

This module is designed to discuss demand management, forecasting, and sales and operations planning.

- Friday (4/23) - Recordings and Readings along with a Discussion Board Question Posted
- Wednesday (4/28 - 4 to 5 p.m.) - Zoom Discussion

Module #4

April 29 - May 6

Procurement (Dave Frayer)

This module is designed to discuss the critical role of procurement in driving value and overall company competitiveness in a value chain context.

- Thursday (4/29) – Procurement Recordings and Readings Posted
- Thursday (5/6 - 4 to 5 p.m.) – Zoom Discussion



CERTIFICATE PROGRAM TIMING AND OUTLINE

Module #5

May 7 - 13

Logistics and Network Design (Dave Closs)

This module is designed to review the principles of transportation, warehousing, material handling, inventory management and network design.

- Friday (5/7) – Transportation, Warehousing, Inventory Management, Network Design Recordings, and Readings Posted
- Thursday (5/13 - 4 to 5 p.m.) – Zoom Discussion

Module #6

May 14 - 20

SCODE Simulation I (Stan Griffis and Justin Jagger)

This module is designed to provide hands-on experience with design and operational trade-offs in an integrated value chain.

- Friday (5/14) – Virtual Download Instructions, Overview, and Simulation Model Materials
- Monday (5/17 - 4 to 6 p.m.) – Zoom Overview and Instructions
- Wednesday (5/19 - 4 to 5 p.m.) – Zoom Virtual Office Hours
- Thursday (5/20 - 11 p.m.) – Results Due

Module #7

May 21 - 27

SCODE Simulation II (Stan Griffis and Justin Jagger)

This module is designed to provide hands-on experience with more complex design and operational trade-offs in an integrated value chain.

- Friday (5/21) – Overview and Simulation Module Materials
- Friday (5/21 - 4 to 5 p.m.) – Initial Results Debrief and Intermediate Model Overview
- Wednesday (5/26 - 4 to 5 p.m.) – Zoom Virtual Office Hours
- Thursday (5/27 - 4:30 to 5 p.m.) – Zoom Results Discussion

Module #8

May 28 - June 3

Value Chain Trends, Future Implications and Conclusion (Dave Closs)

This module is designed to discuss the evolving responsibilities of supply chain professionals and to reinforce the concept of value chain management.

- Friday (5/28) – Supply Chain Responsibilities, Services Supply Chains, Supply Chain Insomnia, and Value Chain Recordings and Readings Posted
- Thursday (6/3 - 4 to 5 p.m.) – Zoom Discussion

Certificates will be awarded to participants upon successful completion of the program.



CERTIFICATE PROGRAM PARTICULARS

TO APPLY OR FOR ADDITIONAL INFORMATION, CONTACT US...

- By Web** broad.msu.edu/executive-education
- By Phone** 517-353-8711
- By Email** edp@broad.msu.edu
- By Mail** Please mail your completed application form and payment to:

Executive Development Programs
Michigan State University
The James B. Henry Center for
Executive Development
3535 Forest Road
Lansing, MI 48910

PROGRAM COST

The fee, which includes instruction, all educational materials, refreshments, web support, and certificate of completion, is \$2,995. Fees can be paid by check made payable to Michigan State University or by credit card and are due at least 15 days prior to the start date (March 28, 2021).

CONFIRMATION

Following review and approval of your application, you will receive confirmation of your enrollment in the program.

CANCELLATION POLICY

Cancellations must be made in writing within 15 business days prior to the start of the program for a full refund (March 28, 2021). Refunds may be returned, credited towards a future program within a one year time frame, or applied to a substitute enrollee per request. Participant substitutions are welcome at any time prior to the start of the program. If a registered participant does not attend the program and does not forward written notification in advance, the participant will be charged the full program fee.



Executive Development Programs
Broad College of Business
MICHIGAN STATE UNIVERSITY

For more detailed information on all programs and faculty, please visit our website at:
broad.msu.edu/executive-education



APPLICATION FORM

Value Chain Management Certificate Program

\$2,995.00 tuition (*Early enrollment tuition fee is \$2500 if registration is received on or before March 12, 2021.*)

First Name _____ Initial _____ Last Name _____

First Name or Nickname Preferred on Badge _____

Title or Position _____

Company _____

Address _____

City _____ State _____ Zip _____

Telephone _____

Email address _____ www: _____

Nature of Business _____

Duties and Responsibilities _____

Please list colleges and/or universities attended, giving dates and degrees earned

Application subject to review and approval.

Payment Information (please use only one method of payment)

☐ Check ☐ Send Invoice

If you would like to pay with **credit card**, please call our offices at 517-353-8711, indicate that you would like to pay a seminar deposit or tuition via credit and provide the number to our authorized representative. NOTE—MSU policy does not permit this information to be saved in our files, so the card information will be destroyed immediately once processed.

SPARTANS WILL!