

# VALUE CHAIN MANAGEMENT CERTIFICATE PROGRAM

APRIL - MAY 2025 • LIVE ONLINE

## **A Virtual Learning Opportunity for Executives and Managers Responsible for Supply Chain Strategic Planning & Value Creation**

Executive Development Programs  
The Eli Broad College of Business  
Michigan State University

### **CERTIFICATE SCHEDULE**

The Spring 2025 Value Chain Management Certificate Program is organized into nine online content modules, each comprised of 2-6 hours of a combination of live, interactive group discussions and self-paced learning. The modules run weekly from April 1, 2025, to May 27, 2025, on the dates indicated below. Preparation material is posted to an online learning platform, Desire2Learn, for your review prior to each session. Live, interactive group discussions based on the material are then led by university faculty, typically between 9 a.m. to 11 a.m. Eastern Time (ET). Participants put their lessons to practice in a simulation module in Modules Seven and Eight. A closing session observes the implications of current trends for the future.

#### **MODULE ONE**

##### **Value Chain Overview and Customer Value**

**David J. Frayer, Ph.D.**

The first part of this module is designed to welcome participants to the program, establish expectations and answer questions regarding the set-up of the program. The second part of this module is designed to discuss value chain management and its potential for delivering improved customer value.

- Tuesday, April 1, 9:00 a.m. -11:00 a.m. ET – Zoom Welcome, Introduction and Overview
- Wednesday, April 2, 9:00 a.m. to 11:00 a.m. ET – Interactive Faculty-Led Discussion

#### **MODULE TWO**

##### **Anti-Counterfeiting and Brand Protection**

**Jeremy M. Wilson, Ph.D.**

This module is designed to discuss anti-counterfeiting and brand protection and its relevance to improved value chain management.

- Tuesday, April 8, 9:00 a.m. to 11:00 a.m. ET – Risk Management and Sustainability, Interactive Faculty-Led Discussion

### **MODULE THREE**

#### **Anti-Counterfeiting and Brand Protection Risk Management and Sustainability**

**Stanley E. Griffis, Ph.D.**

This module is designed to discuss risk management and sustainability in the context of value chain management.

- Tuesday, April 15, 9:00 a.m. to 11:00 a.m. ET - Anti-Counterfeiting and Brand Protection, Interactive Faculty-Led Discussion

### **MODULE FOUR**

#### **Sales & Operations Planning**

**Judith M. Whipple, Ph.D.**

Module Three is designed to discuss demand management, forecasting, and sales and operations planning.

- Tuesday, April 22, 9:00 a.m. to 11:00 a.m. ET – Sales and Operations Planning, Interactive Faculty-Led Discussion

### **MODULE FIVE**

#### **Logistics and Network Design**

**David J. Closs, Ph.D.**

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

- Tuesday, April 29, 9:00 a.m. to 11:00 a.m. ET – Interactive Faculty-Led Discussion

### **MODULE SIX**

#### **Procurement**

**David J. Frayer, Ph.D.**

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

- Tuesday, May 6, 9:00 a.m. to 11:00 a.m. ET – Interactive Faculty-Led Discussion

### **MODULE SEVEN**

#### **SCODE Simulation I**

**Stanley E. Griffis, Ph.D.**

**Justin Jagger, M.S.**

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

- Tuesday, May 13, 9:00 a.m. to 11:00 a.m. ET – Interactive Faculty-Led Discussion
- Wednesday, May 14, 9:00 a.m. to 10:00 a.m. ET – Optional Faculty Virtual Office Hours for Open Discussion/Questions
- Thursday, May 15, 9:00 a.m. to 10:00 a.m. ET – Optional Faculty Virtual Office Hours for Open Discussion/Questions
- Thursday, May 15, 5:00 p.m. – Results Due – No meeting required
- Friday, May 16, 9:00-10:00 a.m. - Initial Results Debrief and Intermediate Model Overview

## **MODULE EIGHT**

### **SCODE Simulation II**

**Stanley E. Griffis, Ph.D.**

**Justin Jagger, M.S.**

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

- Tuesday, May 20, 9:00 a.m. to 10:00 a.m. ET – Optional Faculty Virtual Office Hours for Open Discussion/Questions
- Wednesday, May 21, 9:00 a.m. to 9:30 a.m. ET – Faculty-Led Discussion of Simulation Results Discussion/Questions

## **MODULE NINE**

### **Supply Chains of the Future**

**Jason Miller, Ph.D.**

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

- Tuesday, May 27, 9:00 a.m. to 11:00 a.m. ET – Interactive Faculty-Led Discussion and Closing

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