

SUPPLY CHAIN MANAGEMENT

Interactive One-day Workshop

Program Overview

Supply Chain Management is the systemic, strategic coordination of the traditional business functions within a particular company and across businesses within the supply chain, for the purpose of improving the long-term performance of the individual companies and the supply chain as a whole. There are two major roles of Supply Chain Management:

- A Physical Function – To convert raw material into goods, transport them from one point in the SC to the next point and ultimately to the consumer, managing time, cost and quality
- A Market-Mediation Function – To insure that the variety of goods reaching the marketplace matches what consumers want to buy



Join us for an interactive workshop led by Dr. James Keebler and learn what leading companies are doing to improve their performance and profitability. Among the many opportunities you can take advantage of are these eight supply chain initiatives:

1. Manage customer behaviors
2. Manage product/service offerings
3. Manage demand, not just the forecast
4. Manage supply chain flows
5. Replace assets with information and relationships
6. Outsource non-core activities (buy versus make)
7. Revamp planning and control systems
8. Align recognition and reward systems



May 18, 2016
8:00 am - 5:00 pm

UCF Executive Development Center
36 West Pine Street, Orlando, FL 32801

\$450 (see back page for details)

This program is part of our Business Operations Series.

Key Benefits

- Understand what supply chain management is and why it is so important
- Learn what other organizations are doing that provides the most benefit in improving their competitive advantage
- Working with a simple financial tool, discover the financial implications for changes in supply chain activities for your company
- Become a leader in business improvement and supply chain excellence
- Earn 6.25 HRCI Credits

Who Should Attend

- Supply Chain & Operations Managers
- Manufacturing, Logistics & Engineering Managers
- Presidents and VP's, CEOs, CFOs, COOs
- Small Business Owners
- Directors and Managers in other functional areas including R&D, Marketing, Sales and Finance

Program Content

Wednesday, May 18, 2016

- Registration and Breakfast
- Welcome & Introductions
- What is Supply Chain Management?
- Understanding YOUR role in Supply Chain Management
- Break and Refreshments
- What companies are doing to improve Supply Chain Management
- Four initiatives that make a big difference
- Luncheon
- A Financial Tool you need to know and use.
- Group Exercise
- Break and Refreshments
- Four more initiatives that produce big benefits
- Summary and Take-Aways
- Sharing your Plan for SCM
- Wrap-Up

About the Instructor



Dr. James S. Keebler is an award winning scholar, educator and consultant in this emerging and vital business capability. He has over 25 years of practical experience in marketing and operations across several industries – food, pharmaceuticals, health care, electronics and consumer products. Dr. Keebler held senior management positions with The Pillsbury Company, Bergen Brunswig Corporation, and Digital Equipment Corporation. He worked for an international consulting firm and owned and operated two businesses. He served for five years as President of a Colgate-Palmolive subsidiary, and as vice president of an operating division. Dr. Keebler has lectured at Ohio State University, Penn State, University of Minnesota and MIT, St. Cloud State University, University of South Florida and Clayton State University. He earned an M.S. in Finance in 1976 and an M.A. in Management in 1979. He

earned his Ph.D. in Marketing and Logistics from the University of Tennessee in 2000 and currently teaches in the UCF Executive MBA program.

Program Fees

- \$400 per person if registered by April 18, 2016 (\$450 regular price thereafter)
- Registration fee includes one day of highly interactive sessions, breakfast, lunch, refreshment breaks, adjacent parking downtown, and all course materials
- Discounts available to multiple attendees from the same organization, non-profits, past EDC workshop attendees and UCF Alumni—contact us for details!

Registration Options

Register Online

<http://business.ucf.edu/executive-education>

Call (407) 235-3903

Email executiveeducation@bus.ucf.edu

Mail online registration form & check payable to:
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