

Additional Degree and Non Degree Offerings for Professionals

EXECUTIVE MBA ST. LOUIS • KANSAS CITY • SHANGHAI

Ranked #2 by the Wall Street Journal, Olin's Executive MBA immerses students in an intense, 18 to 20-month weekend learning experience with seasoned professionals, accelerating their personal impact and influence, and positioning executives to drive new levels of business growth and innovation.

EXECUTIVE EDUCATION OPEN ENROLLMENT BUSINESS SEMINARS

Gain knowledge and tools you can apply immediately to your job in our one- and two-day seminars. Senior and mid level managers from organizations of all sizes will benefit from these highly interactive open enrollment seminars.

CORPORATE EXECUTIVE PROGRAMS

Working in partnership with organizations, we design and implement Corporate Executive Programs to help develop corporate leaders and structured solutions that will drive organizational change.

CERTIFICATE PROGRAMS FOR PROFESSIONALS

Taught by Olin's renowned world-class faculty, Olin's certificate programs offer timely deep dives into five distinct areas: *finance, leadership, supply chain management, health care and women's leadership.*

 **Washington
University in St. Louis**
OLIN BUSINESS SCHOOL

Creating knowledge...Inspiring individuals...Transforming business.

Executive Programs
Olin Business School
Washington University in St. Louis
Campus Box 1158
One Brookings Drive
St. Louis, MO 63130

314.935.9494 phone
314.935.7161 fax

ExecEd@wustl.edu
www.olin.wustl.edu/ExecEd
www.olin.wustl.edu/certificates



 **Washington
University in St. Louis**
OLIN BUSINESS SCHOOL

Creating knowledge...Inspiring individuals...Transforming business.

Supply Chain Management



Certificate Programs for Professionals

Elevate Your Advantage

Equip yourself with the skills and strategies needed to meet the challenges of the new normal economy. Taught by Olin's renowned world-class faculty, Olin's certificate programs are timely deep dives into finance, leadership, healthcare, women's leadership topics and supply chain management. The curriculum is geared for busy professionals who value leading-edge, in-depth and relevant management training that is immediately applicable in the workplace.

Certificates are offered in convenient two-day modules spread over three to four months and are designed to maximize learning and accommodate demanding schedules.

- Energize your education with interactive team learning.
- Explore innovative ideas and practical feedback with faculty experts and professional peers.
- Become part of the global Washington University network.

Supply Chain Management

Improve your ability to drive operational effectiveness. Olin Business School's *Supply Chain Management Certificate Program* helps professionals develop and hone the foundational skills and capabilities needed to enhance your organization's operations. How well a company's supply chain functions has direct implications for efficiency, cost, customer service and ultimately, competitive advantage. Successful completion of the program will result in a Certificate in Supply Chain Management issued by Washington University in St. Louis, Olin Business School.

Supply Chain Management Olin Faculty Director: Panos Kouvelis

World-class Faculty

As world-class researchers, our faculty members help executives and their organizations apply the latest, most innovative research-based thinking to their most complex business challenges.



"The Olin Supply Certificate program has proven to be of tremendous value for Eaton Corporation. The Eaton participants gained invaluable practical training and raised their technical skills. Participation in a premier program at an esteemed University was a fantastic way of rewarding and recognizing my high potential employees. The Eaton participants were a cross section from the global Supply Chain Team, and the Olin Certificate program provided an opportunity for networking and building a peer group. I plan on using the Olin Certificate program as a standard part of my training, development and retention plan for high potential Supply Chain talent."

STEVE WAGNER
Vice President, Global Supply Chain Management
Eaton Corporation



WHO SHOULD ATTEND?

This program is right for managers in these areas:

- Engineering
- IT
- Operations/Logistics
- Procurement
- Research and Development
- Supply Chain

BENEFITS

- Strategically view the supply chain as a system
- Map the supply chain capabilities and needs to the market served
- Apply lean principles to manage supply chain processes, inventories and lead times
- Understand state-of-the-art practices in logistics and distribution
- Execute supply chain initiatives in alignment with company strategy

Module 1: Managing the Supply Chain as a System

DAY 1: SUPPLY CHAIN STRATEGIES

- Introduction and Foundations
 - The Beer Game: interactive exercise
 - Understanding the Bullwhip Effect
- Supply Chain Strategy
 - Systems thinking applied to supply chains: the value chain
 - Supply chain re-engineering

DAY 2: DEMAND RESPONSIVE SUPPLY CHAINS

- Managing Efficient Supply Chains
 - Efficiency vs. responsiveness
 - Vendor managed inventory systems
 - Supply chain visibility
- Managing Responsive Supply Chains
 - Postponement practices
 - Building operational flexibility
 - Hedging under uncertainty
- First module summary: project introduction

Module 2: Demand-Driven Supply Chains

DAY 1: DEMAND CHAINS

- Marketing and Sales: Impact on Operations
 - Understanding sales process
 - Segmenting customers to manage profitability
- Customer Management
 - Tools for measuring and managing customer profitability
 - Market focused supply chains
- Project reporting and guidance

DAY 2: SALES AND OPERATIONS PLANNING

- What is Sales and Operations Planning?
 - Dealing with variable sales
 - Demand forecasting
 - Resource planning
- Synchronized Operations
 - Applying sales and operations planning to the relevant industry
- Second module summary: project next steps

Module 3: Supply Chain Analytics

DAY 1: LEAN MANAGEMENT

- Lean Principles
 - Lean = waste elimination
 - Application to batch processes
 - Lean implementation tools
- Lean Demonstration
 - Corporate site visit
 - Lean experiential exercise
 - Site visit debrief
- Project Reporting and Guidance

DAY 2: INVENTORIES AND CYCLE TIMES

- Operational Performance Measures
 - Throughput, inventory and cycle times
 - Measuring and managing capacity
 - Cycle time: metrics and improvement
- Inventory Management
 - Inventories in responsive chains
 - Cycle stock and safety stock
 - Risk pooling under uncertainty
- Third module summary: project next steps



FORMAT

Corporate Team Project - Corporations enrolling five or more participants to the program may request a company-specific project to be executed by the company cohort under faculty supervision. Multiple teams per company are allowed. Each project encourages participants to apply course concepts directly to their companies. These projects also play a role in assessing participants' progress through the program.

The program uses a cohort design — participants sign up for the entire program to ensure a consistent learning experience with fellow professionals facing similar challenges and opportunities.

LOCATION

Participants have the option of taking the certificate modules in one of two locations—St. Louis or Kansas City.

The St. Louis program takes place at the Charles F. Knight Executive Education and Conference Center on Washington University's main Danforth Campus.

The Kansas City program will take place in convenient downtown location in close proximity to all major highways.

TUITION

\$6,000

Learn more at www.olin.wustl.edu/certificates

Contact us with any questions.

ExecEd@wustl.edu • 314-935-9494

"As a third-party logistics provider, we manage clients' supply chains on both sides of the Pacific. The supply chain center at Olin provided us with a practical, easily understandable analysis of complex data—and resulted in the highly successful launch of a new product: day-definite, full-container-load ocean shipments."

BILL VILLALON

Vice President, Land Transportation and Product Development
APL Logistics

