



THE UNIVERSITY OF  
MELBOURNE

School of Enterprise

# Supply Chain and Logistics Management

## Executive Development Program

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**28th October - 1st November 2007**



A joint presentation with The Eli Broad Graduate School Of Management, Michigan State University, USA



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OPPORTUNITY

**This intensive five day residential program is presented by two world class universities, merging their unique specialist skills to offer a challenging exploration of the supply chain discipline.**

**Their efforts are complemented by sponsorship support from GRA, an expert consulting firm specialising in demand, inventory and supply chain optimisation. With a ten year history, GRA is Australia's largest specialist supply chain consultancy.**



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#### **Michigan State University**

Michigan State University was founded in 1855 and is recognised as one of the premier universities in the United States. It ranks among the fifteen largest in the nation with a total enrolment of approximately 41,000 students, of whom 8,000 are enrolled in graduate programs.

Academic programs are in the hands of a competent faculty of national and international reputation. Michigan State University is not only responsive to the spirit and demands of the times, but its faculty and administration take pride in exercising leadership to make learning, teaching and research a more productive and interesting intellectual endeavour.

Since its inception in 1967, the Michigan Logistics Executive Management Development Seminar has become the world's leading logistics executive program.

#### **The University of Melbourne**

The University of Melbourne is among the oldest and largest universities in Australia. It is a research intensive, comprehensive institution with a strong postgraduate commitment. It aims to be one of the finest universities in the world - a proud institution of higher learning producing graduates, scholarships and research that matters to the nation and beyond.

#### **The School of Enterprise**

The School of Enterprise is a wholly owned company and an academic school of the University of Melbourne.

It has been established as a vehicle to develop and deliver demand driven customised corporate award and non award education programs. It is one of the means by which the intellectual capital of the University of Melbourne is leveraged and made more accessible to corporate and government sectors.

## **SUPPLY CHAIN AND LOGISTICS MANAGEMENT EXECUTIVE DEVELOPMENT PROGRAM**

**Undoubtedly, effective management of an organisation's supply chain is a necessity in today's complex business environment.**

**Demographic and geographic factors, the influence of the global economy and rapidly changing technology make such effective management a challenge.**

**The program presents a contemporary understanding of integrated supply chain logistics providing participants with a set of frameworks, tools and examples to help them improve the performance of their organisation's supply chain.**

#### **Who Should Attend?**

This program will be valuable for senior executives with a responsibility for managing an integrated supply chain or a functional area within it, from procurement to distribution.

Past participants of this MSU program in Australia have included CEOs and senior operating officers, as well as executives responsible for purchasing, manufacturing, warehousing, transport, inventory, customer service, demand planning and corporate planning.

Executives in marketing, finance and engineering who support the supply chain have also attended. Individuals who have recently been given responsibility for managing the supply chain have praised the program for the insights gained.

Managers from government instrumentalities, packaged goods manufacturers, marketers and distributors and those from commodity and service organisations have all been attendees.

Multiple executives from the same organisation have found the course particularly valuable.

Every participant who completes the program will receive a Certificate of Attendance.

LOGISTICS



## PROGRAM GUIDE

### Course Content

The program has been designed to present a contemporary view of integrated supply chain logistics management. Topics have been selected to explore functional areas of the supply chain as well as show an understanding of the integration of these functions. Both Australian and international examples will be presented.

To complement the classroom discussions participants will be involved with LOGA VIII, an advanced logistics management computer simulation. LOGA VIII replicates the competitive aspects of a manufacturing industry in which managers (course participants) design and operate all aspects of a logistical system for two products across 36 markets. Participants design the logistical system, procure material, schedule production and deliver goods to customers' satisfaction.

### Preparation

The schedule for the week is demanding but leaves time for discussions and recreation. Pre-program study materials will be mailed in advance. The packet will include a detailed program outline and the LOGA Simulation Manual. The pre-reading is not too onerous but advance reading of the manual and an understanding of the operation of LOGA will prove useful!

### Program Timing

The program will begin on Sunday 28 October 2007. Registration is from 10.30am - 11.30am at The RACV City Club. Lunch and the opening session will follow. Classes will begin each day at 8.00am. Evening sessions are held on Sunday and Monday.

Each evening, bar service and supper refreshments will be provided to enable participants to relax socially, exchange views with their peers and discuss current issues with the faculty. The program concludes at 3.30pm on Thursday 1 November 2007.

### Venue

The registration fee includes 4 nights accommodation at the RACV City Club, 501 Bourke Street in Melbourne's CBD. Car Parking is available at the RACV Club at an additional cost of \$45.00 per vehicle, per day. Other parking is available through Wilson's Parking at the Galleria Car Park, 385 Bourke Street. Ph: (03) 9224 0301.

### Registration

Registrations must be submitted on the application form enclosed (or photocopy). There are no formal educational requirements for admission however, the course committee reserves the right to review applications. Confirmation will be forwarded on receipt of payment. The program is conducted in English without translation facilities. Enrolment is limited to 50 participants and registrations will be confirmed in order of receipt.

### Cancellations

All cancellations must be in writing and received before 15 October 2007 to qualify for a partial refund. Cancellations received after 15 October 2007 will be limited to personal emergencies. Refunds will be considered only if an acceptable substitute is not available.

### Fees

The 'Early Bird' program fee is \$7,995 for payments received in full before 3 September 2007. Otherwise the standard program fee is \$8,750 per participant. This covers GST, all tuition, text book and other course materials, four nights residential accommodation and all meals throughout the program. Participants are responsible for their own travelling expenses to and from The RACV City Club. A discount applies to two or more registrants from the same organisation.

The fee must be received before 3 September for 'Early Bird' applications and 8 October 2007 for others, to ensure participation in the program. If in undertaking this course you are likely to add to your employment related skills, GST does not apply to the teaching component of the Registration Fee. GST has been calculated on the balance of the registration fee and is included in the amounts stated below.

Number of Applicants	Registration incl. GST	
	Before 03 September	After 03 September
1	\$7,995	\$8,750
2+	\$7,495	\$7,995

## Sunday, 28 October

### MORNING

Registration  
Welcome lunch

### AFTERNOON

**Supply Chain Management**

- Introducing logistics management
- The challenges of integrated supply chain management (case study)

**Customer Value**

- Understanding the gaps in service quality
- Achieving logistics process reliability

### EVENING

**Logistics Management Simulation (LOGA)**

- Briefing

## Monday, 29 October

### MORNING

**Integrated Logistics**

**Balancing Supply & Demand I**

- Defining the cost of carrying inventory
- Inventory reduction strategies
- Developing effective postponement strategies
- Managing the total order cycle

### AFTERNOON

**Balancing Supply & Demand II**

- Forecasting
- Sales & Operations Planning

**Warehousing Decisions**

- The changing nature of warehousing
- Strategic facilities decisions

### EVENING

**Stock Exchange: Reducing Stock to Increase Share Price – a Case Study GRA**

## Tuesday, 30 October

### MORNING

**Procurement Strategies**

- The critical role of procurement management
- Competing through effective procurement strategies
- Supplier evaluation and certification
- Developing and effective procurement strategy

**Process Management**

### AFTERNOON

**Logistics Planning & Change**

- The logistics audit
- The strategic profit model
- Implementation of change

**Transport Management**

- Physical constraints
- Process improvement
- Communications interface decisions
- Integrated transport strategies

## Wednesday, 31 October

### MORNING

**Cost and Profitability Analysis**

- Full costing vs. contribution analysis
- Activity based management
- Menu pricing

**Performance Assessment**

- New approaches to supply chain process measurement
- Integrating measurement systems with customers and suppliers
- Benchmarking supply chain performance

### AFTERNOON

**Network Integration**

- Total cost analysis
- Formulating a supply chain strategy
- Logistics system integration
- Supply chain system integration

**Network Design Case Example**

### EVENING

**Graduation Dinner**

- Certificates will be presented

## Thursday, 1 November

### MORNING

**Flexible Manufacturing**

**Bringing it together: A Practitioner's View**

### AFTERNOON

**Supply Chain Management: A Look to the Future**

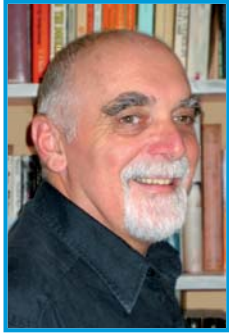
- Making supply chain integration a reality
- World class logistics: a comparative assessment

**LOGA Review and Results Farewells**



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## THE UNIVERSITY OF MELBOURNE TEAM



### PETER DAPIRAN

Peter is Senior Fellow, Freight and Logistics Group, Department of Civil and Environmental Engineering, The University of Melbourne.

He has lectured and conducted executive management seminars in North America, Europe and Asia and has been a Visiting Scholar and Professor at numerous overseas institutions including Michigan State University, the University of Tennessee, Cranfield University, the University of Westminster and the Bordeaux Business School, France.

Peter brings a highly practical perspective to teaching programs and presentations, gained from his extensive experience managing at senior levels a range of domestic and international logistics functions prior to joining Academia.

Peter's current areas of research interest are the healthcare supply chain and reverse logistics. His research findings have been presented at international scholarly and practitioner conferences, and published in numerous international scholarly journals.

He is on the editorial advisory boards of the International Journal of Logistics and Supply Chain Forum: an International Journal.

As an active committee member of professional associations he helps advance the professional role of practising logisticians.



### DR RUSSELL THOMPSON

Russell is a Senior Lecturer and leads the Freight and Logistics Group in the Department of Civil and Environmental Engineering at the University of Melbourne. He is the Director of the Master of Engineering Management program in the Faculty of Engineering at The University of Melbourne and he coordinates and teaches courses in Transportation and Engineering Systems Management. He coordinates a research program in logistics and supply chain optimisation, simulation and intelligent transport systems. He is also the academic coordinator for the Professional Certificate in Operational Logistics within the School of Enterprise.

Russell has worked in the transport research area over the past 15 years at Monash, Wollongong and Melbourne Universities. More recently he has played a leading role in establishing an international research network with Kyoto and Delft Universities to promote research in the area of urban freight systems. Since 1999, he has been Vice-President of the Institute for City Logistics based in Kyoto as well as Australia's representative on the European Commission's Best Urban Freight Solutions Program since 2000.

Russell has had a wide range of experience in developing decision support tools for transport and logistics managers. In 2001 he co-authored a book on City Logistics and has conducted short courses and seminars on City Logistics in Kyoto, Delft, New York and Melbourne.

He is currently a Committee Member of the Logistics Association of Australia, Ltd. and Convenor of the Special Interest Group on Higher Education.



### SEAN MAYNARD

Sean Maynard, Lecturer, Department of Information Systems, The University of Melbourne, started his academic career in Information Systems focusing on the evaluation of decision support systems and the use of computing technology to aid senior management. His research over the past decade has been in the area of information systems security, in particular the evaluation of security policy quality and the study of security culture within organisations. Sean also has had a long term interest in logistics and supply chain management especially in the simulation of supply chain logistics. He has been involved with running computer-based business simulations within executive programs in logistics and supply chain management over the past 18 years.



### DR M. BIXBY COOPER

Dr. Cooper is an Associate Professor in the Department of Marketing and Supply Chain Management at Michigan State University. He received his Ph. D. from the University of Alabama (1974), MBA from the University of Virginia (1971) and BS in Business Administration from the University of North Carolina (1969). Prior to joining Michigan State, he served

on the faculty of Winthrop University and Louisiana State University.

Dr. Cooper's research and teaching focus primarily on issues of logistics strategy, customer service, and measurement of performance in logistics and marketing. At Michigan State, he teaches both undergraduate and graduate courses in logistics strategy, market distribution strategy, and marketing management. He is co-author of six books on distribution and logistics, including *Managing Operations Across the Supply Chain* (McGraw-Hill-Irwin, forthcoming, 2008); *Supply Chain Logistics Management* (McGraw-Hill Irwin, 2006), *World Class Logistics: The Challenge of Managing Continuous Change* published by the Council of Logistics Management and *Strategic Marketing Channel Management* published by McGraw-Hill. His research articles have appeared in such journals as *Journal of the Academy of Marketing Science*, *Industrial Marketing Management*, *International Journal of Physical Distribution and Logistics Management*, *Journal of Services Marketing*, and the *Journal of Marketing Channels*. His 2001 article (with Stanley Fawcett) entitled "Process Integration for Competitive Success: Barriers and Bridges" won the outstanding article of the year award from the international journal *Benchmarking for Quality Management*.

Dr. Cooper is a frequent speaker at management and trade conferences and has also been an invited speaker on issues in supply chain management in Australia, Brazil, Japan, Korea and Hong Kong. He participates extensively in logistics executive education at Michigan State as well as several other universities.

Dr. Cooper has consulted with a number of companies on projects involving logistics strategy and performance. These firms include Kellogg, Johnson and Johnson, Mead Johnson, Westinghouse, Novartis, Dayton Hudson (Target), Kerr-McGee, VF Industries, and Siemens, as well as many smaller firms. He is a member of the Council of Supply Chain Management Professionals and the Supply Chain Council. He also served for four years on the Executive Board of the International Customer Service Association as Chair of the Research and Education Committee.



### DR DONALD J. BOWERSOX

Dr. Bowersox is a University Distinguished Professor and Dean Emeritus of The Eli Broad Graduate School of Management at Michigan State University. Dr Bowersox retired from full time teaching after 40 years in June 2006. He currently teaches Executive Education at the Broad School. During his career, Dr. Bowersox has served as an air force pilot and in various business

capacities, including Vice President and General Manager of the E.F. MacDonald Company. He currently serves as Chairman of the Whirlpool Corporation Supply Chain Advisory Board and the Board of Directors, GSC Mobile Solutions and Lean Logistics.

Dr. Bowersox has over forty-five years experience as a consultant to business and government. He is a frequent presenter at professional, trade and corporate meetings. He has lectured and taught in over twenty nations.

Dr. Bowersox has authored over 250 articles on marketing, transportation, logistics and supply chain management. He is author or co-author of seventeen books with fourteen foreign language translations. He was a co-author of the first logistics textbook published in 1961. His research focuses on logistics and supply chain management leadership and strategy. He received a special commendation from the Society of Logistical Engineers (SOLE) for original publication of *Logistical Management*. In 2005, he received the society's prestigious Armitage Medal for contribution to the logistics literature. His most recent books are *Supply Chain Logistics Management*, 2nd edition, published in 2006 by McGraw-Hill/Irwin and *21st Century Logistics: Making Supply Chain Integration a Reality*, published by the Council of Logistics Management, has been translated into five foreign language editions. He is a member of the editorial review board of the *International Journal of Logistics Management*, the *Supply Chain Management Review*, and is Associate Editor of the *Journal of International Marketing*.

A founding member and second president of the Council of Supply Chain Management Professionals, Dr. Bowersox is the recipient of the council's Distinguished Service Award. He has been recognized by Michigan State University as a Distinguished Alumni, as well as a Distinguished Faculty Member. The Broad School of Business at MSU has designated Dr. Bowersox as a Distinguished Alumni. He was the initial recipient of the Broad School Alumni Lifetime Achievement Award. His research was recognized by the Richard J. Lewis Quality of Excellence Award. He was the recipient of the Harry E. Salzberg Honorary Medallion presented by Syracuse University.

## MICHIGAN STATE UNIVERSITY TEAM



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## Further Inquiries

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#### DISCLAIMER

The information in this brochure was correct at the time of printing. The University of Melbourne reserves the right to make changes as appropriate. Changes may be made to such things as course content and presenters. Students will be advised of changes as soon as practicable.

October 2007

