



# Supply Chain Short Courses



## OBJECTIVE

The objective of the course is to enable practicing managers understand the strategic role of supply chains in building organizational competitiveness.

## WHO SHOULD ATTEND

The program will be of particular interest to executives and associates involved in supply chain, manufacturing, transportation, warehousing, sales & service, and forecasting & inventory management.

## COURSE DATES

- APRIL 25<sup>th</sup> & 26<sup>th</sup>, 2019

## THE FACULTY



**Dr. Albert Tan**  
Adjunct Professor



**Dr. Debabrata Ghosh**  
Assistant Professor

*Please note: Faculty is subject to change.*

## Driving Competitive Advantage Strategic Supply Chain Management

Program Code: (R/345/7/0208)(07/2022)  
MQA Code: (MQA/FA 2296)

### INTRODUCTION

Enterprises are becoming increasingly global, with supply chains spanning geographical boundaries. To navigate the global marketplace, leaders need to know how to plan the most efficient use of material resources, as well as manage complex global networks and optimize service and quality. This course will draw on real issues confronting companies today to provide strategic frameworks for undertaking major decisions to increase competitive advantage.

### PROGRAM CONTENT HIGHLIGHTS

#### Linking Strategic Decisions to Sales and Operations Planning

- Learn how to implement S&OP, what are the key success factors for S&OP, how to use S&OP to maximize profitability under uncertainty

#### Transforming Supply Chains with Innovation and Re-engineering

- Learn how to redesign supply chain processes with breakthrough improvements, illustrate some of the common archetypes in supply chain reengineering.

#### Strategic Sourcing and Supplier Management

- Learn how sourcing has assumed strategic importance in supply chains

#### Designing Distribution Network

- Learn the role of effective distribution strategies in supply chains, state-of-the-art to meet customer demand.

### NEXT STEPS

Learn more and apply  
[misi.edu.my/scsc](http://misi.edu.my/scsc)

Talk to our  
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# Strategic Supply Chain Management

Driving Competitive Advantage

## Schedule

### DAY 1

Session	Topic	Description
Session 1	What is Supply Chain Strategy?	This session will discuss how to align supply chain strategy to business strategy, why achieving strategic fit is critical to a company's overall success, how a company achieves strategic fit between its supply chain strategy and competitive strategy.
Session 2	Linking Strategic Decisions to Sales and Operations Planning	This session will discuss how to implement S&OP, what are the key success factors for S&OP, how to use S&OP to maximize profitability under uncertainty.
Session 3	Case Analysis: Uniqlo going Global	Uniqlo was faced rising manufacturing costs in China and was experimenting with new supply chain models in low-cost locations like Bangladesh. Uniqlo's supply chain had proved effective in the Asia Pacific region, but could the same model be scaled worldwide?
Session 4	Transforming Supply Chains with Innovation and Re-engineering	This session will discuss how to redesign supply chain processes with breakthrough improvements, illustrate some of the common archetypes in supply chain reengineering.

### DAY 2

Session	Topic	Description
Session 1	Strategic Sourcing and Supplier Management	This session will focus on how sourcing has assumed strategic importance in supply chains, how do firms undertake make-vs.-buy decisions, how can firms design effective sourcing strategies and supply chain contracts.
Session 2	Designing Distribution Networks	This session will discuss role of effective distribution strategies in supply chains, state-of-the-art distribution network designs, centralization vs. decentralization of stocks and innovative approaches to meeting customer demand.
Session 3	Case Analysis: Marks and Spencer	This case examines the strategic steps that a large international retail company undertakes to redefine its sourcing and segmentation strategy. The case examines if the firm should consider re-entering international retail markets?
Session 4	Contemporary Developments in Supply Chains	This session will discuss advances in supply chains that have brought improvements in information flow and seamlessly integrated supply chains, topics include Blockchains, IoT and Analytics.