**A Rutgers University Certificate Program:**
Strategies for Managing Your End-to-End Supply Chain

**Offered by the Center for Supply Chain Management at Rutgers Business School**

**A Certificate Program in Supply Chain Management**

Rutgers Business School’s Center for Supply Chain Management is pleased to announce a three-day certificate program developed in cooperation with leading industry experts. This exciting program covers the major aspects of supply chain management, including strategy, sourcing and procurement, logistics, operations and organizational alignment. Learn how to execute a strategic supply chain management plan that is grounded in today’s business needs for competitive effectiveness and operations efficiency.

**What is Supply Chain Management (SCM)?**

Supply chain management is a business integrating process used to create and sustain competitive advantage based on the delivery to customers of basic (expected) and value-added (unexpected) services. SCM is led by senior line executives (internal and external) who work together seeking to optimize information, product service, and cash flows from the purchase of raw materials to the delivery and disposal of finished products. Properly implemented SCM will achieve significant strategic objectives in productivity and quality improvements, cost reductions, development of innovative services, and productive internal and external relationships.

**Program Highlights:**

- Principles of SCM strategy and how to link them to business strategy
- Why SCM must be implemented as a multifunctional process
- Aligning resources and organizations for effective management of the supply chain
- How to track performance over your supply chain
- A full range of world-class SCM benefits—beyond cost reduction
- Considerations in managing more effective internal and external relationships
- How sourcing and procurement affect the bottom line
- Best practices for managing your suppliers
- The green supply chain
- Challenges that result from the globalization of supply chains
- Implementing the secure value chain
- Current trends in operations and logistics management
- Transportation management
- Supply chain planning and decision-making
- Effective leadership skills for SCM professionals
- How to implement strategies that help your supply chain make and deliver your products to the market faster, better and cheaper—all in a highly cost-effective manner
What makes Rutgers’ Certificate Program unique and vital?

- We offer a complete “end-to-end” view of SCM strategy. Sourcing and procurement, logistics, operations, strategy and organizational alignment are all included in the program.
- This program has been crafted with a clear bias towards communicating practical lessons in supply chain strategy and implementation. Students should expect to take away actionable and proven ideas for implementation tailored to their business.
- Rutgers faculty members, with well-established research records, have been carefully selected as seminar leaders based on their areas of expertise and experience.
- Many of our presenters are senior corporate executives with extensive practical experience in management of the supply chain.
- We emphasize the importance of implementation and the development of a personal action plan.
- Because we are part of a major research university, we can award meaningful certificates to qualified participants who successfully complete the program.

Who is qualified to attend the program?

This Rutgers Certificate program is designed for high-potential executives, directors, and managers. Participants should have at least five years of managerial experience in a decision-making capacity in any functional area. Participants are expected to complete assigned readings and case studies. Active classroom participation is anticipated.

Summary of the Schedule

- **Wednesday, June 13**
  - Source and Make
  - Day starts: 8:30 a.m.
  - Day ends: 5:00 p.m.

- **Thursday, June 14**
  - Deliver and Logistics
  - Day starts: 8:30 a.m.
  - Day ends: 5:00 p.m.

- **Friday, June 15**
  - Strategy/Organizational Alignment
  - Day starts: 8:30 a.m.
  - Program ends: 3:00 p.m.
Application

Fax or mail the following form. Or register on-line at http://scmcenter.rutgers.edu/cp.

Name: ________________________________

Title: ________________________________

Company Name: ________________________________

Business Address: ________________________________

Business Telephone: ______________ Fax: ______________

Email: ____________________________________________

Payment:

□ Check Enclosed (payable to Rutgers University)

□ Bill my Organization

PO # (required): ________________________________

Name of person to whom bill should be sent: ________________________________

Remit to address: ____________________________________________

□ Charge to: □ Visa □ Mastercard

Card No.: ________________________________

Your name as it appears on the card: _______________________________________

Amount to be charged: _______________________________________

Expiration Date: _______________________________________

Signature (required): ________________________________

Easy Application

▪ Apply by fax, mail or phone. Or register on-line at: http://scmcenter.rutgers.edu/cp.

▪ Application deadline: May 30, 2012

▪ Tuition Fee: $2,600

▪ Early registration by April 27, 2012 gets a 5% discount.

▪ 10% discount for Rutgers Center for SCM Member companies.

▪ 5% discount for members of Council of Supply Chain Management Professionals.

▪ Team discounts: 5% discount for teams of three or more from one company.

Fee includes all instructional costs, program materials, continental breakfasts and lunches. Fee does not include hotel accommodations.

Location

The program will take place in the Janice H. Levin Building on the Rutgers-Livingston campus in Piscataway, NJ. Room location and directions to the meeting site will be included in the confirmation letter.