



ATENEODEMANILA UNIVERSITY  
GRADUATE SCHOOL OF BUSINESS



CENTER FOR CONTINUING EDUCATION

# 15<sup>th</sup> Executive Development Program

on Supply Chain Management

July 11 – December 12, 2020

in partnership with the Philippine Institute for Supply Management (PISM)



# 15<sup>th</sup> Executive Development Program on Supply Chain Management

This program is targeted to top corporate executives and professionals who are committed to excellence in developing and managing successful and world-class supply chain strategies and operations in this increasing global and competitive environment.

The program consists of five modules that aim to enhance executive skills and equip you with the latest strategies and methodologies in supply chain management to reduce costs, increase customer satisfaction and better utilize assets.

You may earn **160 Continuing Education Hours (CEH)** for C.P.M./CPSM re-certification in completing this program.

## Objectives

### After the course, you will:

1. Understand the value of managing the supply chain of a business enterprise by learning new strategic approaches and techniques in meeting all supply chain challenges of managing risk through achieving global optimization;
2. Define and understand the importance of customer relationships, strategies in demand, inventory and supply management;
3. Recognize purchasing's role in global supply management and be aware of the implications and imperative of the global environment;
4. Learn new concepts and practices in strategic sourcing and e-business;
5. Understand the strategic importance of the distribution and transport management function and how it affects the organization's operating profit. Identify strategies and key performance measures that contribute to an effective distribution system; and
6. Develop skills for seizing opportunities and applying appropriate solutions to problems.
7. Gain appreciation of present and upcoming supply chain technologies that incorporates the current best practices in the procurement, demand planning, forecasting, transport and warehousing functions within the practice of supply chain management.

# Program Content

## I. Integrated Supply Chain Management

- A. Introduction and overview
- B. Emergence of supply chain management and supply chain strategies
- C. Market driven and customer focused supply chain strategies
- D. Supply chain profitability, quality and world-class organizations
- E. Supply chain optimization, cost, value, and measurement
- F. Use of technology in managing the supply chain

## II. Demand and Supply Management

- A. Demand management, sources of demand, planning process checklist and link to the integrated business planning process
- B. Creating the demand plan, establishing the baselines, assumptions management and the risks and opportunities
- C. Balancing supply and demand, managing inventory
- D. Conducting the demand planning meeting
- E. Collaborative planning, forecasting and replenishment
- F. Performance, best practices and strategies

## III. Core Management Skills

- A. The art of directing people
- B. Strategic human resources
- C. Mastering the dynamics of finance: liquidity, profitability, and value
- D. The discipline of execution

## IV. Strategic Purchasing

- A. Strategic sourcing
- B. Global procurement strategies
- C. Supplier relationship management
- D. e-Business and supply chain management

## V. Customer Service and Logistics Operation

- A. Customer service function in the supply chain
- B. Warehouse and distribution management strategies
- C. Distribution network design
- D. Transport issues and strategies
- E. Transport and distribution technologies



“

**“I came in with a specific expectation in mind, and that was fulfilled because the program content is updated and responds to the changing times.”**

**Ms. Cristina C. Montalvo**  
VP for Sales and Marketing  
Airfreight 2100 / FEDEX

”

**“This program does not only have a lot of great ideas but Ateneo did a great job of balancing it with practical case studies.”**

**Mr. Frankie D. Tan**  
Project Manager,  
Lafarge Cement Services Philippines, Inc.

**“Mr. Aguila made learning enjoyable and fun!”**

**Cherry Lee**  
Department Merchandising Manager  
Isetann Department Store

“

**“Lecture and case studies reflect real life scenarios. It provides us better insight of the industry and enables us to make good business decisions.”**

**CJ Garcia**  
Import-Export Manager  
Mondelez Phils, Inc.

”

# Program Director

**ANTONIO KENT M. VALDERRAMA** has been practicing logistics and supply management since 1984. He is the Vice Chairman of Bizsolv Asia; Director and Senior Consultant of Global Procure-It; Managing Director of Macrolite Corporation; and Executive Vice President of iSteel Corporation. He is also the Program Director for the Executive Development Program on Supply Chain Management of the Ateneo Graduate School of Business - Center for Continuing Education and Philippine Institute for Supply Management (PISM).

Prior to this, he held various posts, such as: Logistics Director of Jollibee Foods Corporation; Vice President for Warehouse and Distribution Division of GeoLogistics, Inc., now known as Agility Logistics; Director for Operations and Logistics of Shaklee Philippines; and Logistics Manager of San Miguel Corporation's Metal Packaging Business. He is also the former Vice President for Professional Development and Recognition of the Society of Fellows for Supply Management Foundation (SOFSM), the foundation arm of the PISM.

Mr. Valderrama has a degree in Industrial Management Engineering, minor in Mechanical Engineering. He further completed the Management Development Program from the Asian Institute of Management. He is a Certified Purchasing Manager (C.P.M.) from the Institute for Supply Management and a Diplomate in Supply Management from the PISM. He is the Philippine country representative to the Supply Chain Asia organization based in Singapore.



## Topics

## Resource Speakers

**Module I:**  
**Integrated Supply Chain Management**  
July 11, 18, & 25

Ms. Lulu Guzman

**Module II:**  
**Demand and Supply Management**  
August 1, 8, & 15

Mr. Danny Belbis

### **CORE MANAGEMENT SKILLS**

The Art of Directing People  
August 29 & September 5

Roleplayers, Inc.

Strategic Human Resources  
September 12 & 19

Mr. Mandy Bongco

Mastering the Dynamics of Finance  
October 3 & 10

Ms. Ana Bess Pingol

The Discipline of Execution  
October 17 & 24

Dr. Mars Balgos

**Module III:**  
**Strategic Purchasing**  
November 7, 14, & 21

Mr. Abet Bacsa

**Module IV:**  
**Customer Service and Logistics Operation**  
November 28, December 5, & 12

Mr. Kent Valderrama



# Register **NOW!**



Mr. Rhonn Preciados  
(+632) 8830.2041 | 0932.7919.190



rpreciados@ateneo.edu  
sales.cce@ateneo.edu



<https://cce.ateneo.edu>

## PROGRAM FEE

**Php 85,000**

(Early Eagle Rate until June 29)

**Php 90,000**

(Regular Rate)

**Php 80,000**

(PISM Member Rate)

*Experience*  
**EXCELLENCE**



(+632) 8830.2041  
0932.7919190



[sales.cce@ateneo.edu](mailto:sales.cce@ateneo.edu)



[cce.ateneo.edu](http://cce.ateneo.edu)