



## DATES

May 14 - 15, 2020  
Thursday - Friday  
9:00 am - 5:00 pm

## PROGRAM FEE

Php 11,800.00 (Early Eagle Rate  
until Apr. 30)  
Php 12,800.00 (Regular Rate)

## HOW TO REGISTER Online

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

## Email

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

## Call

(+632) 8840.2770

Schedules and prices may  
change without prior notice.

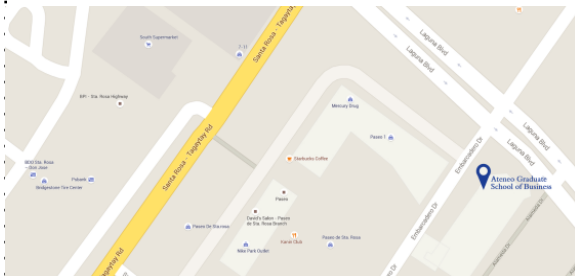
## Logistics: The Management of Flow

### Package inclusions:

- Program fee
- Training kit
- AM/PM snacks
- Lunch
- Certificate of course completion

### Venue:

Ateneo Graduate School of Business - Sta. Rosa  
Satellite 2F Paseo 3A Building, Brgy. Don Jose,  
Paseo de Sta. Rosa, Sta. Rosa City,  
Laguna, Philippines



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March 2, 2020



ATENEO DE MANILA UNIVERSITY  
GRADUATE SCHOOL OF BUSINESS



technology, quality & operations management

# Logistics: The Management of Flow

May 14 - 15, 2020  
Ateneo Graduate School of Business  
STA. ROSA CAMPUS



CENTER FOR CONTINUING EDUCATION

The *Logistics: The Management of Flow* will provide you with a good understanding of the Logistics function and how it relates to the concept of Supply Chain Management. This two-day session will discuss the essential elements in the practice of Logistics, the Warehouse and Distribution management functions. The training program will discuss the appropriate Logistics design and best strategy suited to achieve the most cost effective and timely means in meeting customer satisfaction.

# Logistics: The Management of Flow

## objectives

After the course, you will:

1. Learn the concept of Logistics and its relationship to Supply Chain Management;
2. Know the Warehouse and Distribution function;
  - a. Concept of flow
  - b. Proper facilities layout
  - c. 7S of Warehousing
  - d. Yard Management
  - e. Transport types and functions
  - f. Third party Logistics, it's Pros and Cons
  - g. New Logistics Technologies
3. Understand Logistics cost, its impact, the importance of strategy and planning to achieve an effective execution and efficient Logistics operation; and
4. Understand how logistics principles, processes, structure and technology can be synthesized to achieve superior logistics and supply chain performance.

## who should attend

- Logistics, Warehouse and Transport Managers/Supervisors
- Supply Management professionals

## resource person



**ANTONIO KENT M. VALDERRAMA, C.P.M., D.S.M.** has been in the Supply Chain Management since 1984. He is one of the Board of Trustees of the Foundation of the Society of Fellows in Supply Management (SOFSM). He is currently the Chairman of Bizsolv Asia, Management Consultant for Macrolite and iSteel Corporations.

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. .

Mr. Valderrama has a degree in Industrial Management Engineering, minor in Mechanical Engineering. He is a Certified Purchasing Manager (CPM) 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.

## program content

- I. **Supply chain brief history and logistics concept**
  - a. Four pillars of supply chain management
  - b. Logistics concept
  - c. Strategies and decision for effective flow of goods and services
- II. **Logistics Operation**
  - a. The Modern Consumer
  - b. Changing the way we do business
  - c. Logistics as a competitive advantage
    1. Understanding the Customer
    2. Defining the customer
    3. Designing your logistics system
  - d. Transport deliverables (Cost and non-cost)
  - e. Key Functions and operations
  - f. Loading and unloading
  - g. Dock management and operation
  - h. Yard operation
  - I. Truck planning and scheduling
  - j. Role of the warehouses/depots
  - k. Basic warehouse operation
    - l. Layout
    - m. Cross Dock operation
    - n. Racking and material handling systems
    - o. Risks management
    - p. Third party logistics
    - q. Own vs. outsource
- III. **Technologies and Performance measures**
  - a. Warehouse automation
  - b. Material identification
  - c. Warehouse management system
  - d. GPS/GIS
  - e. Transport tracking system
  - f. KPI's and benchmarking
  - g. Case work and exercises