



ATENEIO DE MANILA UNIVERSITY
GRADUATE SCHOOL OF BUSINESS
CENTER FOR CONTINUING EDUCATION



Operations-Supply Chain Managment **ONLINE PROGRAM**

MANAGING THE SUPPLY CHAIN

October 12, 13, 19 & 20, 2021

Synchronous sessions via Zoom

Asynchronous sessions via access to the AteneoBlueCloud (Canvas LMS)

The background of the slide is a photograph of a university hallway. Two young women are walking towards the camera, smiling and talking. They are carrying books and bags. In the background, another student is visible, and a clock is mounted on the wall. The hallway has a polished floor and brick walls on one side.

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ABOUT AGSB-CCE

The Ateneo Graduate School of Business - Center for Continuing Education (AGSB-CCE) was established to complement the existing Ateneo-BAP Institute of Banking, a consortium between the Ateneo de Manila University and the Bankers Association of the Philippines. It was initially known as the Basic Leadership Program (BLP) until the name was changed to Continuing Professional Education (CPE) and then finally, to Center for Continuing Education (CCE).

Under AGBS, CCE takes an active role in addressing specific industry concerns that require immediate, purposeful, and focused response. As an industry resource and partner, CCE offers continuing professional development programs that are workplace-based with immediate take-away value. Methodologies are based on business simulation, practical exercises and applications, case analyses, and focused discussions. Courses are designed, developed and delivered by industry practitioners who are noted experts in their respective fields. Together, AGBS and CCE support the Ateneo mission to promote excellence, integrity and service.



WHO SHOULD ATTEND?

Personnel involved in procurement, demand and replenishment, logistics operation and customer service functions of supply chain management.

OBJECTIVES

After the course, you will:

- ➔ Experience and learn the evolution of Supply Chain Management (SCM);
- ➔ Define SCM and its critical performance areas and functions;
- ➔ Identify improvement areas in your company's procurement, demand and replenishment, logistics operation, and customer service functions; and
- ➔ Develop an action plan that will translate SCM concepts into practice in your own respective companies.

MANAGING THE SUPPLY CHAIN

Managing the Supply Chain is an online program designed to provide you a clear understanding of the total supply chain process, its critical performance areas and functions, and the need to integrate these functions into a cohesive and coherent system to achieve optimum performance results. This course will provide you with an ideal blend of academic knowledge and industry experience that will help you enhance your knowledge, experience, and skills in supply chain management.

PROGRAM OUTLINE

I. CONCEPT OF SUPPLY CHAIN MANAGEMENT

- A. Scope and definition
- B. Importance of supply chain management
- C. Four pillars
- D. Financial impact
- E. Competitive advantage
- F. Desired state and standards

II. CUSTOMER SERVICE

- A. Importance of customer service:
 - Customer is king
- B. Components of customer service
- C. Measuring customer service
- D. Order to cash

III. DEMAND AND REPLENISHMENT

- A. Definition of inventory
- B. Economic order quantity
- C. Replenishment systems

- D. Safety stock computation
- E. Importance of forecasting
- F. Concepts of forecasting
- G. Basic forecasting tools

III. LOGISTICS AND DISTRIBUTION

- A. Warehouse management
 - 1. Overview of warehouse operation
 - 2. Warehouse cost
 - 3. Use of packaging and unit load concept
 - 4. Order picking concepts
 - 5. Layout design
- B. Warehouse management system
- C. Freight and transportation
 - 1. Types and modes of transport
 - 2. Cost and service requirements
 - 3. Selection methodology
- D. Channels of distribution
- E. Channel types, structures, and selection

IV. PROCUREMENT

- A. Definition and principles
- B. 5 R's of purchasing
- C. Finding qualified sources
- D. Negotiation principles
- E. Value creation
 - 1. Standardization
 - 2. Role of purchasing in product/service design
 - 3. Value analysis/engineering
 - 4. Early supplier involvement

RESOURCE PERSON



**ANTONIO KENT M.
VALDERRAMA**

Mr. Antonio Kent M. Valderrama started his professional career in the practice of Logistics and Supply Chain Management in 1984.

He is currently involved with the following companies and organizations; Vice Chairman of Bizsolv Asia, Board of Director of Bilistics Inc., Management Consultant of Macrolite and the iSteel Corporations. He is the Program Director, Supply Chain Management of the Ateneo Graduate School of Business' Center for Continuing Education and conducts regular courses in Supply Chain Management also at the Continuing Education programs of De La Salle's College of St. Benilde and San Beda College Alabang.

He is a Board of Trustee of the Society of Fellows for Supply Management Foundation (SOFSM), the foundation arm of the Philippine Institute for Supply Management (PISM).

In the past, he has held various Corporate positions in the following companies. He was the Logistics Director of Jollibee Foods Corporation, Vice President, Warehouse and Distribution Division of GeoLogistics Corporation, currently Agility Logistics, Director for Operations and Logistics of Shaklee Philippines and Logistics Manager of San Miguel Corporation's Metal Packaging Business.

He is an Industrial Management Engineering, minor in Mechanical Engineering graduate of the De La Salle University. He took his Management Development Program at 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 also the Philippine Country representative to the Supply Chain Asia organization based in Singapore.

MANAGING THE SUPPLY CHAIN

PROGRAM DETAILS

October 12, 13, 19 & 20, 2021
Tuesday & Wednesday
1:00 pm - 5:00 pm

Synchronous sessions via Zoom
Asynchronous sessions via access to the
AteneoBlueCloud (Canvas LMS)

PROGRAM FEE

Php 10,000.00 (*Early Eagle Rate until September 28*)
Php 11,000.00 (*Regular Rate*)

**Schedules and prices may change without prior notice.*

INCLUSIONS

- Digital copies of the materials can be accessed through AteneoBlueCloud (Canvas LMS)
- Digital Certificate of Completion

REGISTER NOW!

Mr. Rhonn Preciados
(+63) 961 751 1334
rpreciados@ateneo.edu
sales.cce@ateneo.edu

SCAN CODE
TO REGISTER



Experience
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