



**DATES**  
 April 14 - 15, 2020  
 Tuesday - Wednesday  
 9:00 am - 5:00 pm

**PROGRAM FEE**  
 Php 11,800.00 (Early Eagle Rate until Mar. 31)  
 Php 12,800.00 (Regular Rate)

**HOW TO REGISTER**  
**Online**  
[www.cce.ateneo.edu](http://www.cce.ateneo.edu)

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*Schedules and prices may change without prior notice.*

## Managing the Supply Chain

### 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**

# Managing the Supply Chain

April 14 - 15, 2020

Ateneo Graduate School of Business  
 STA. ROSA CAMPUS



CENTER FOR CONTINUING EDUCATION

**Managing the Supply Chain** is a two-day seminar-workshop 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.

# Managing the Supply Chain

## objectives

After the course, you will:

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

## who should attend

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



## resource person



**ANTONIO KENT M. VALDERRAMA, C.P.M., D.S.M.** 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 (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. 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
- IV. Logistics and distribution**
  - A. Warehouse management
    1. Overview of warehouse operation
    2. Warehouse costs
    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
- V. 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