



ATENEO DE MANILA UNIVERSITY
GRADUATE SCHOOL OF BUSINESS
CCE CENTER FOR CONTINUING EDUCATION



Operations-Supply Chain Management

ONLINE PROGRAM

FORECASTING AND DEMAND MANAGEMENT

October 15, 16, 22 & 23, 2020 | via ZOOM

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?

Practitioners, supervisors, managers, senior executives, and suppliers involved in the areas of inventory planning, purchasing, warehouse, production planning, demand planning, distribution planning and general management.

OBJECTIVES

Successful completion of this module enables the participant to:

- ➔ Identify the business impact and critical relationships of demand management with business planning, sales and operations planning;
- ➔ Apply the tools, measurements and process guides involved in accurate forecasting;
- ➔ Formulate forecasting models suitable for products and business;
- ➔ Assess the effectiveness of current forecasting output, accuracy, demand management process and practices; and
- ➔ Formulate recommendations on how to improve company's demand management system.

FORECASTING AND DEMAND MANAGEMENT

Forecasting and Demand Management is an online program designed to train you as managers and staff involved in sales, marketing, and operations planning, toward the development and application of a formal and accurate demand forecasting system. The course will define the practical forecasting tools, processes, and implementation guide involved in the development of an effective demand management system.

PROGRAM OUTLINE

I. Introduction: Definition of Logistics and Supply Chain

- A. Definition of logistics
- B. Logistics pipeline and business logistics
- C. Supply chain management definition and process
- D. Supply chain management objectives
- E. Critical areas in supply management

II. Case Study on Sales and Operations Planning (S&OP)

- A. Describe your current forecasting process
- B. What methods do you use
- C. What is your current forecast accuracy
- D. Who prepares and reviews the forecast
- E. How is the final forecast use in your S&OP

III. Forecasting Function

- A. Definitions and importance
- B. Types and approaches
- C. Characteristics
- D. Levels of forecasting
- E. Components
- G. Determining objectives
- H. Other forecasting considerations

IV. Demand Management and Data Management

- A. Demand vs. sales data
- B. Data sources and level

V. Basic Forecasting Models

- A. Simple average
- B. Simple moving average
- C. Weighted moving average
- D. Exponential smoothing
- E. Forecasting model exercises

VI. Development of Focus Forecasting

- A. History
- B. Principles
- C. Simulation Approach

VII. Steps in Focus Forecasting

- A. Seven strategies
- B. Simulation step
- C. Testing accuracy
- D. Do's and don'ts
- E. Focus forecasting results

VIII. Presentation of Forecasting Applications/Assignments

IX. Developing New Strategies

X. Forecasting Tool Demo Using Forecast Pro

XI. Integrating the Demand Management Process

- A. Factors that influence forecast
- B. Demand planning process
- C. Demand manager's role
 - 1. Reviewing the forecasts
 - 2. Why forecasts fail

XII. Demand Management Critical Areas and Process

XIII. Business Planning Process

- A. Business planning cycle model
- B. Distribution Requirements Planning - Master Production - Schedule - Material Requirements Planning - (DRP - MPS - MRP) process model
- C. Planning requirements and pre-requisites

XIV. Key Performance Measures

RESOURCE PERSON



**MR. JOSE EMMANUEL M.
ESTRERA**

Mr. Jose Emmanuel M. Estrera has more than 25 years of experience in the supply management profession. He is the founding Chairman of BizSolv Asia, MPC, a process outsourcing entity, and a Director and the Vice President for Research and Business Development of the Foundation of the Society of Fellows in Supply Management (SOFSM), the advocacy arm of the Philippine Institute for Supply Management (PISM, formerly the Purchasing and Materials Management Association of the Philippines or PMMAP). His commission publishes the monthly Purchasing Managers Index (PMI) Philippines and the Philippine Report on Business. Joey is an Honorary Member of PISM and a former President of its Central Luzon Chapter.

He is actively involved in the promotion of the supply management profession by being a member and facilitator of the Professional Development Center of PISM. He started his career with San Miguel Corporation where he conducted materials research studies in the purchasing department and eventually became its Director for Logistics Monitoring Services. He was the Purchasing Consultant and later became the Materials Director of Mondragon Leisure and Resorts Corporation (Mimosa). He was the Executive Vice President and Chief Operating Officer of True Value Hardware Corporation.

FORECASTING AND DEMAND MANAGEMENT

PROGRAM DETAILS

Schedule via ZOOM:

October 15, 16, 22 & 23, 2020

Thursdays & Fridays

1:00 pm - 5:00 pm

PROGRAM FEE

Php 10,000.00 (*Early Eagle Rate*)

Php 11,000.00 (*Regular Rate*)

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

INCLUSIONS

- Certificate of course completion
- Soft copies of materials can be accessed & downloaded through Ateneo Blue Cloud (Canvas LMS)
- Digital badge

REGISTER NOW!

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SCAN CODE
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