



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



Operations-Supply Chain Management

ONLINE PROGRAM

LOGISTICS: THE MANAGEMENT OF FLOW

September 21-22, 28-29, 2021 | 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?

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

OBJECTIVES

Successful completion of this module enables the participant to:

- ➔ Learn the concept of logistics and its relationship to Supply Chain Management;
- ➔ Know the Warehouse and Distribution function;
 - Concept of flow
 - Proper facilities layout
 - 7S of Warehousing
 - Yard Management
 - Transport types and functions
 - Third party logistics, it's pros and cons
 - New logistics technologies
- ➔ Understand logistics cost, its impact, the importance of strategy and planning to achieve an effective execution and efficient logistics operation; and
- ➔ Understand how logistics principles, processes, structure and technology can be synthesized to achieve superior logistics and supply chain performance.

LOGISTICS: THE MANAGEMENT OF FLOW

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 online program will discuss the essential elements in the practice of Logistics, the Warehouse and Distribution Management functions. This program will also discuss the appropriate logistics design and best strategy suited to achieve the most cost effective and timely means in meeting customer satisfaction.

PROGRAM OUTLINE

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

RESOURCE PERSON



**MR. 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.

LOGISTICS: THE MANAGEMENT OF FLOW

PROGRAM DETAILS

September 21-22, 28-29, 2021
Tuesdays & Wednesdays
1:00 pm - 5:00 pm
via **ZOOM**

PROGRAM FEE

Php 10,000.00 (*Early Eagle Rate*)
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 Attendance
- Printed Certificate of Course Completion

REGISTER NOW!

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