



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



Operations-Supply Chain Management **ONLINE PROGRAM**

MANAGING THE SUPPLY CHAIN

September 15 - 16 & 22 - 23, 2020 | via ZOOM



CONTENT

About AGSB-CCE

Who Should Attend?

Objectives

Program Content

Resource Person

Program Inclusions and Fees

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
- C. 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 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.

MANAGING THE SUPPLY CHAIN

PROGRAM DETAILS

Schedule via ZOOM:

September 15 - 16 & 22 - 23, 2020

Tuesday & Wednesday

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 Canvas Learning Management System)
- Digital badge

REGISTER NOW!

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SCAN CODE
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