Everything that we touch today and many things that we don’t, flow through some supply chains. It is very rare that products get created, manufactured or grown, and consumed in the same location at the exact same time. Every product has a story and is delivered through multiple supply chains.

The COVID-19 pandemic exposed the vulnerabilities of our supply chains today. While multiple national lockdowns impacted the flow of raw materials and finished goods, labor shortages disrupt manufacturing. Most businesses have been under tremendous pressure to cut costs, improve service and cash flow particularly true in global companies with far flung operations and those with an increasing focus on emerging markets. At the same time there is a shortage of experienced supply chain managers. With panic buying and factory shutdowns due to the pandemic, most businesses were caught off-guard.

In this course we will learn what really is supply chain management with a systems view to logistics and supply chain problems. We will learn the critical concepts required to design and lead an integrated supply chain operation and develop common performance metrics, discuss how one solution may not fit all products and services within your supply chain. You will learn how to build custom strategies using segmentation and a solution portfolio approach for real world logistics problems.

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This course is ideal for supply chain, logistics and procurement managers who want to enhance their understanding, skills, knowledge and confidence. Those of us with business or organizational experience in a non-supply chain area but interact with supply chain professionals, or those who are new to supply chain processes and trying to understand the best practices, working as functional counterparts in finance, information systems, manufacturing, or marketing will also benefit.

The course will be highly participatory and action oriented. Your preconceptions will be challenged, and you will leave with a more holistic view on how supply chain management offers a breadth of both challenges and opportunities.

Harness the power of logistics and use supply chain as a strategic resource for your company. Learn the critical concepts required to lead an integrated supply chain operation. You will learn to design a solution portfolio approach for real world logistics problems with a systems view to Supply Chain Management.

**WHAT YOU WILL LEARN**

**Core Topics**

- What is Supply Chain Management and why it matters
- Designing supply chain for Push and pull systems
- Supply Chain Segmentation
- Handling demand Uncertainty in Supply Chains
- Pooling, postponement, and other inventory deployment strategies
- Understanding Inventory Types and relevant Costs, Economic order Quantity and establishing Inventory Policy
- How to manage a supply chain avoiding common functional pitfalls with a systems approach

**Case-based learning (Optional)**

- Integrating functions and units across the chain through alignment of objectives and incentives
- Adopt a supply chain solution portfolio approach for real world logistics problems
- Minimizing supply chain costs while maintaining or improving Supply Chain efficiency

**WHO WILL BENEFIT:**

This course is ideal for

- Directors, Managers responsible for sales and operations planning
- Functional counterparts to supply chain working in finance, information systems, manufacturing and marketing
- Mid to senior-level managers and directors who to learn supply chain processes and best practices.
- Senior Executives responsible for supply chain strategy, procurement, planning, distribution and / or transportation

Please visit our website for the most current information asb.edu.my/executive-education
Dr. Asad received his Ph.D. in Operations Research from Southern Methodist University in Dallas, Texas, USA. He completed his Master’s degree from Arizona State University in Tempe, Arizona, USA, and he completed his undergraduate study from the Indian Institute of Technology Kharagpur, India.

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The case studies gave a better understanding of the theories and how to apply them.

The best part is the real world perspective I had, I did not expect a subject such as SCM to be this interesting.