

FORE School of Management

Management Development Programme on Supply Chain Management for Competitive Advantage September 19-21, 2011, FSM Campus, New Delhi

Backdrop

Globalization has eroded the bottom lines of companies used to operating in protected economies and brought into focus the importance of **effective supply chains** to ensure survival, continued profitability and growth. Tomorrow's business will not compete only on individual effectiveness but the battle would be between the rival supply chains.

With this backdrop, we at FORE have specially designed this three-days programme to help the decision makers understand the strategic importance of supply chain and appreciate the immense potential offered by it to boost organizational profitability. Supply chain here has been projected as a binding force between all other management functions namely manufacturing, marketing, finance, information systems and HRD.

Objectives

- To explain the nature and meaning of supply chain
- To uncover the profit enhancing potential of supply chain.
- To project supply chain management as a strategic management tool.
- To train the participants in techniques of measuring the effectiveness of their existing supply chain.

Contents

- Supply chain management – its meaning and role.
- Measuring the supply chain costs.
- Identifying potential improvement areas.
- Supply chain optimization models.
- Global business and Supply chain management.
- Managing Financial Supply Chain
- Electronic supply chain management.

Methodology

- Case studies
- Interactive exercises
- Experience sharing
- Conceptual presentations

Who May Attend

Decision makers, Senior and Middle level managers from cross-functional areas would benefit from this programme.