

SCM Education at Michigan State University

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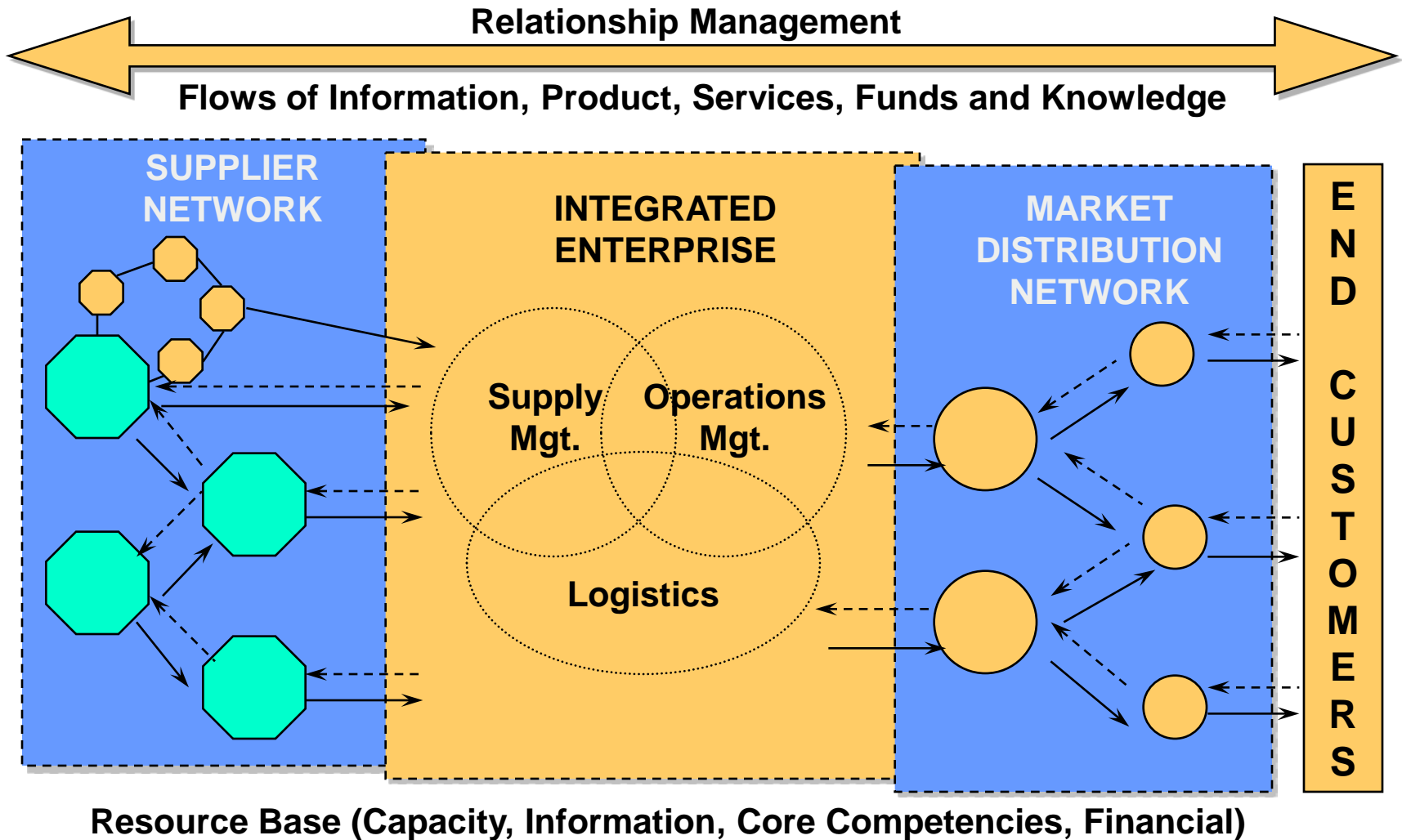
Chairperson

Department of Supply Chain Management

May 27, 2010

Chicago, IL

The Integrated Supply Chain

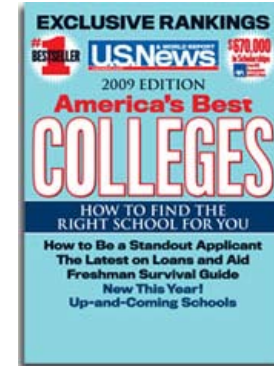


External Integrative Management

Supply Chain Processes

Process	Description
Demand Planning Responsiveness	The assessment of demand and strategic design to achieve maximum responsiveness to customer requirements.
Customer Relationship Collaboration	The development and administration of relationships with customers to facilitate strategic information sharing, joint planning, and integrated operations.
Order Fulfillment/Service Delivery	The ability to execute superior and sustainable order to delivery performance and related essential services.
Product/Service Development Launch	The participation in product service development and lean launch.
Manufacturing Customization	The support of manufacturing strategy and facilitation of postponement throughout the supply chain.
Supplier Relationship Collaboration	The development and administration of relationships with suppliers to facilitate strategic information sharing, joint planning, and integrated operations.
Life Cycle Support	The repair and support of products during their life cycle. Includes warranty, maintenance, and repair.
Reverse Logistics	The return and disposition of inventories in a cost effective, secure, and responsible manner.

Nationally Recognized



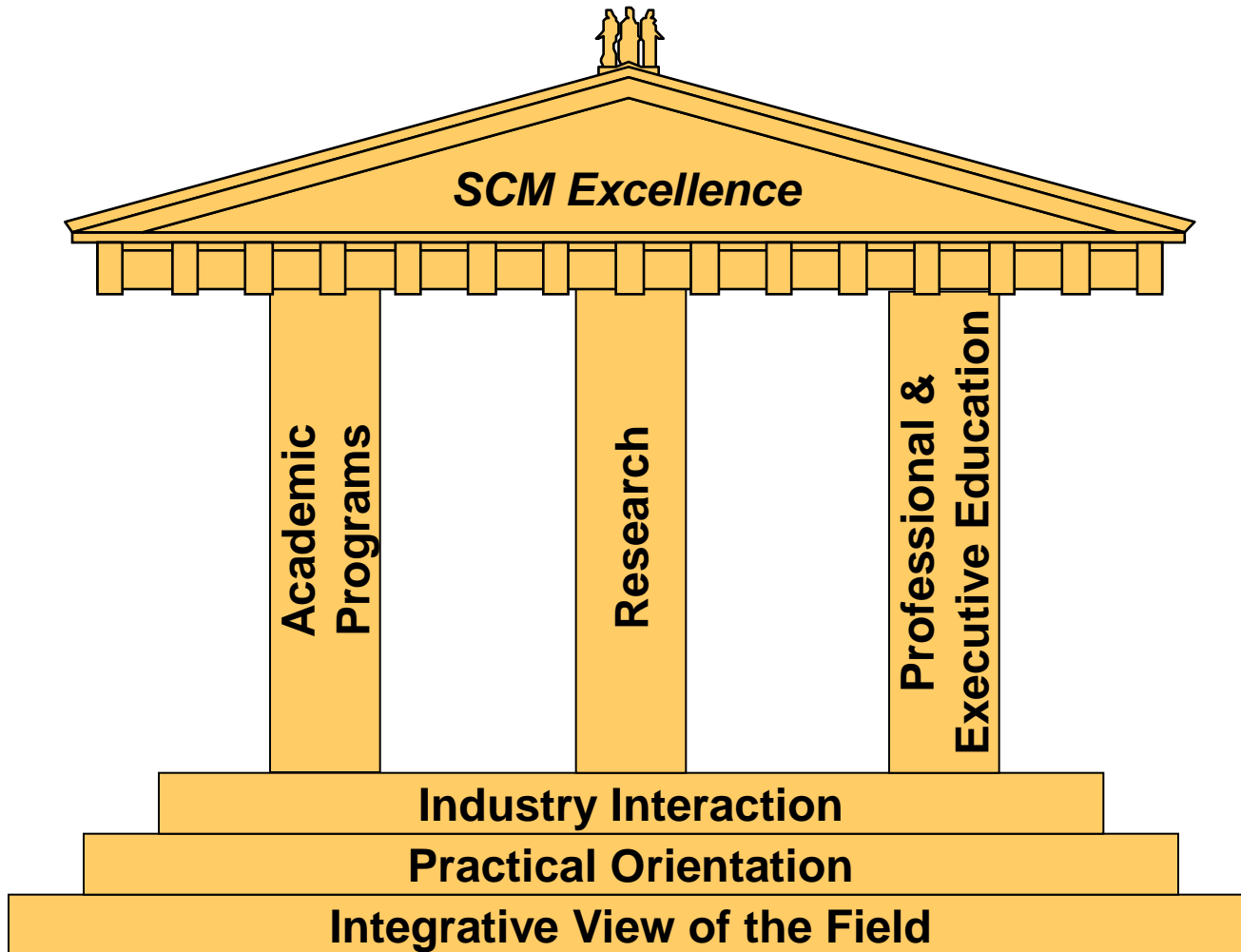
Supply Chain/Logistics Programs

- #1 Massachusetts Institute of Tech. (Sloan)
- #2 Michigan State University (Broad)
- #3 Carnegie Mellon University (Tepper)
- #4 Stanford University

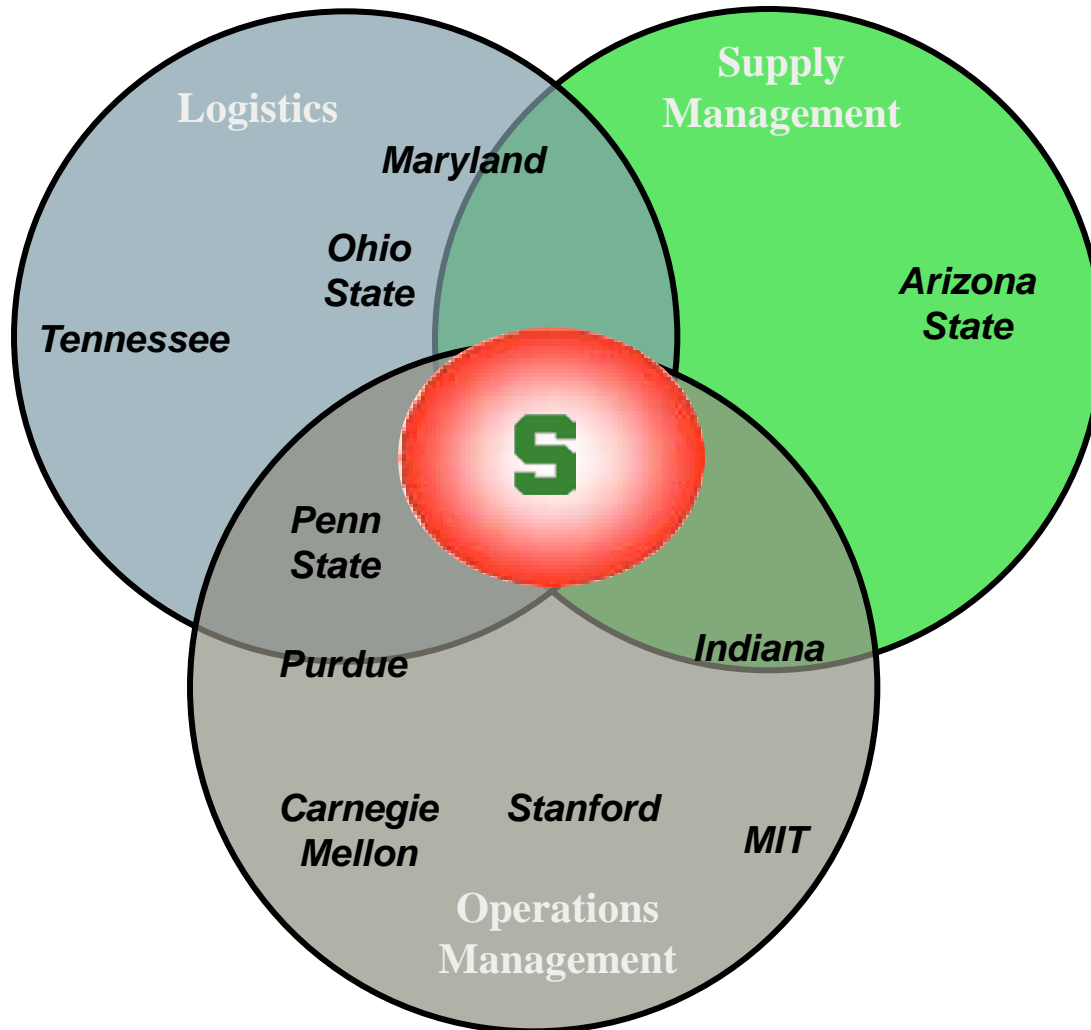
Supply Chain/Logistics Programs

- #1 Massachusetts Institute of Tech. (Sloan)
- #2 Michigan State University (Broad)
- #3 Penn State University (Smeal)
- #4 Arizona State University (Carey)

Our Approach



Integrative Curriculum Approach



Where Industry Goes for Supply Chain Talent in North America

Table 1a: Where the industry goes for talent—functional

University	NPDL	Plan	Source	Make	Deliver	Customer Mgmt.	Post-Sales Support
Michigan State							
Penn State							
Ohio State							
Georgia Tech							
MIT							
University of Tennessee							
Arizona State							
Purdue							
U. of Michigan—Ann Arbor							
Stanford							
U. of Wisconsin—Madison							
Total, North America							

	40%+ of respondents
	30% to 39% of respondents
	20% to 29% of respondents

Source: AMR Research, 2008

Academic and Certificate Programs

- Academic
 - BA with concentration in SCM
 - MBA with concentration in SCM
 - MS in SCM
 - Ph.D. in Operations and Logistics
- Certificate
 - Executive Education
 - Logistics
 - Purchasing
 - Customized
 - Online

SCM Educational Positioning

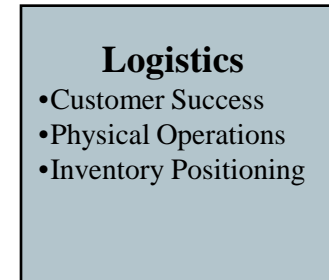
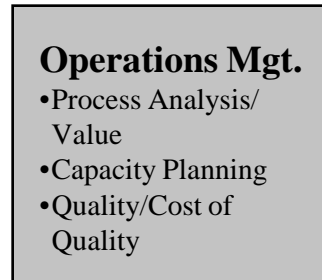
Integrative Solutions...

Establish the Integrated Supply Chain Vision



- Vision & Strategy
- Performance Measurement
- Integrated Value Chain
- Process Integration

Cross-Functional Understanding



Deployment & Advanced Skills



Business Imperatives



- Business Vision & Fit
- Integration Relationships
- Innovation Management
- Order Management
- Metrics and Strategy Review

SCM Electives

- Supply chain decision models
- Supply chain sustainability
- Quality management
- Process and project management
- Applying supply chain principles to services

SCM Departmental Initiatives

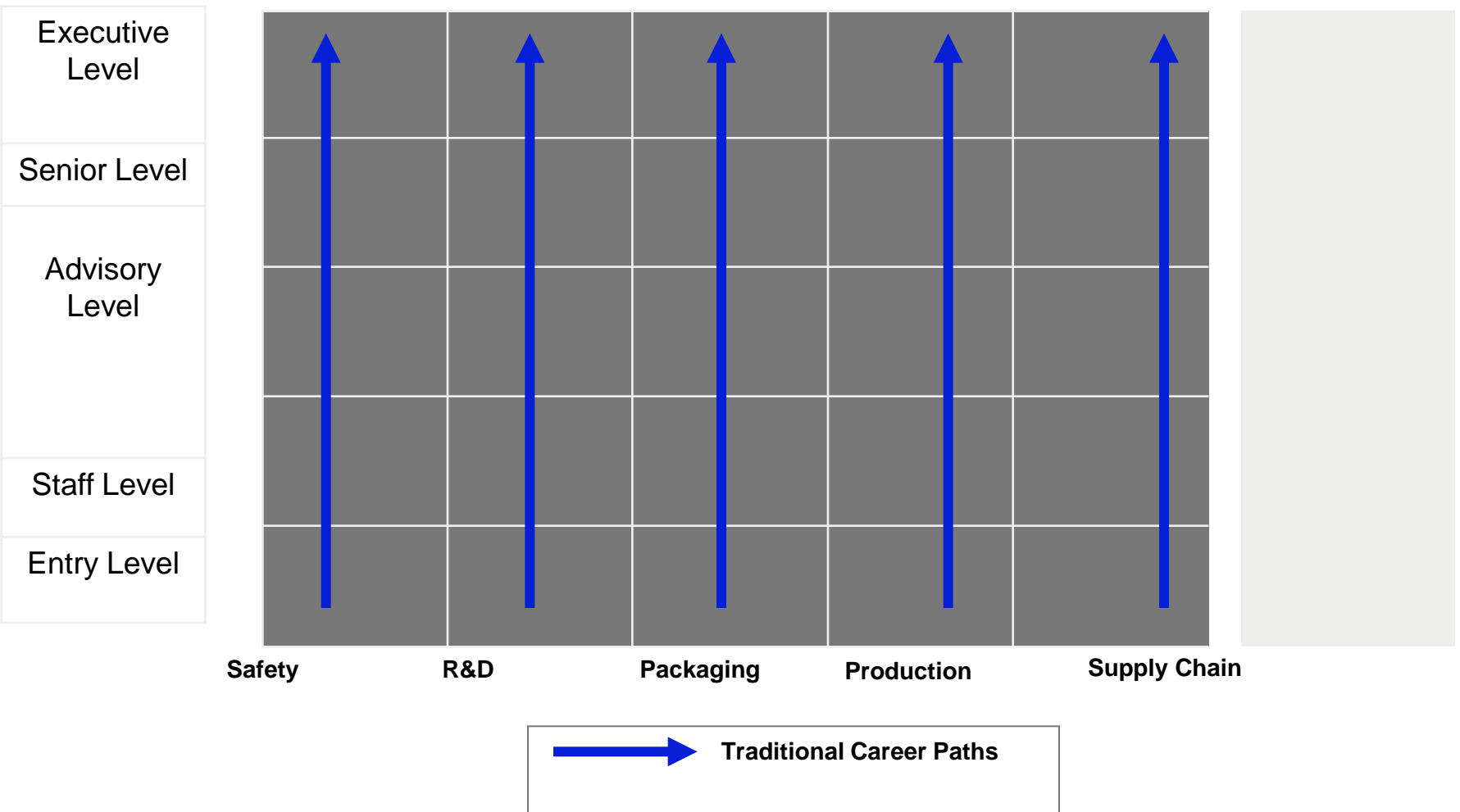
- Supply Chain Operating Decision Environment (SCODE) Graduate and Undergraduate Challenge
- Executive Development
 - Executive Summit
 - Logistics in Supply Chain Management
 - Purchasing in Supply Chain Management
- Center for Global Sustainability
- Middle East Logistics Institute
- IIM-Bangalore MS SCM

Center for Global Sustainability

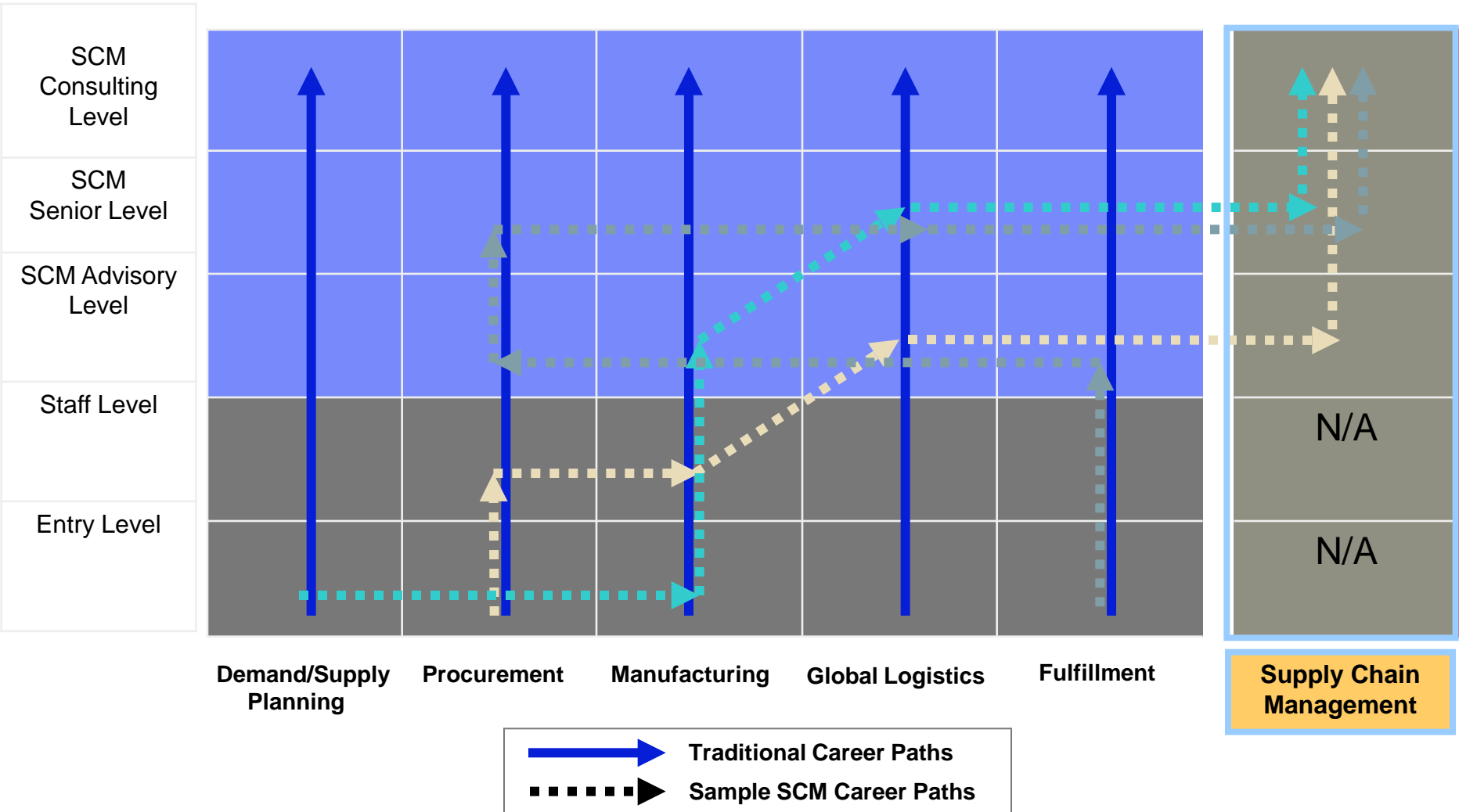
- Broad campus initiative
 - College of Agriculture
 - College of Engineering
 - College of Veterinary Medicine
 - Eli Broad College of Business/Department of Supply Chain Management
 - School of Agriculture
 - School of Criminal Justice
- Primary industry focus
 - Food
 - Pharmaceuticals

- Supporting organizations
 - Coca-Cola
 - ConAgra Foods
 - Darden Foods
 - Dow Chemical
 - Kellogg
 - Walmart*

Traditional Career Path: Functional Depth



CROSS FUNCTIONAL SUPPLY CHAIN CAREER PATHS



Evolving Role of Supply Chain Professionals



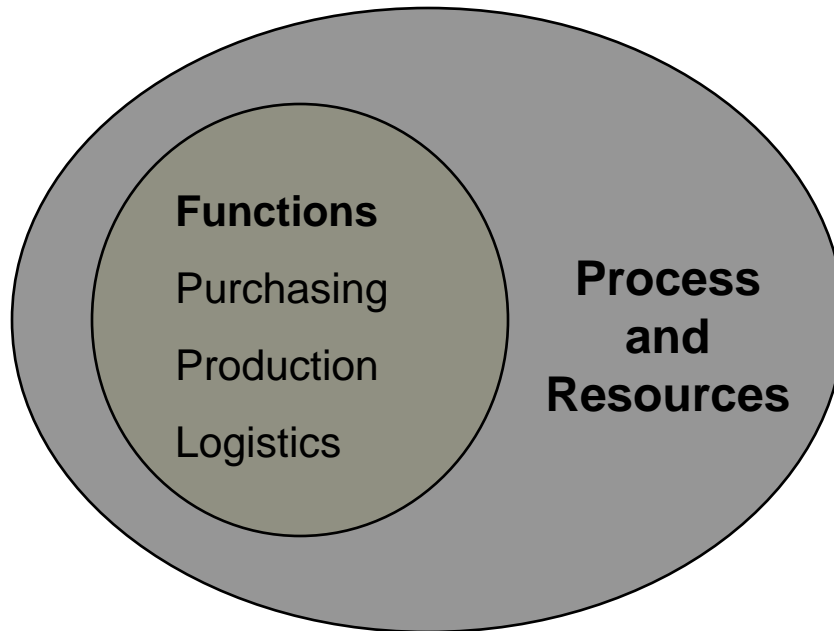
Functions

Purchasing

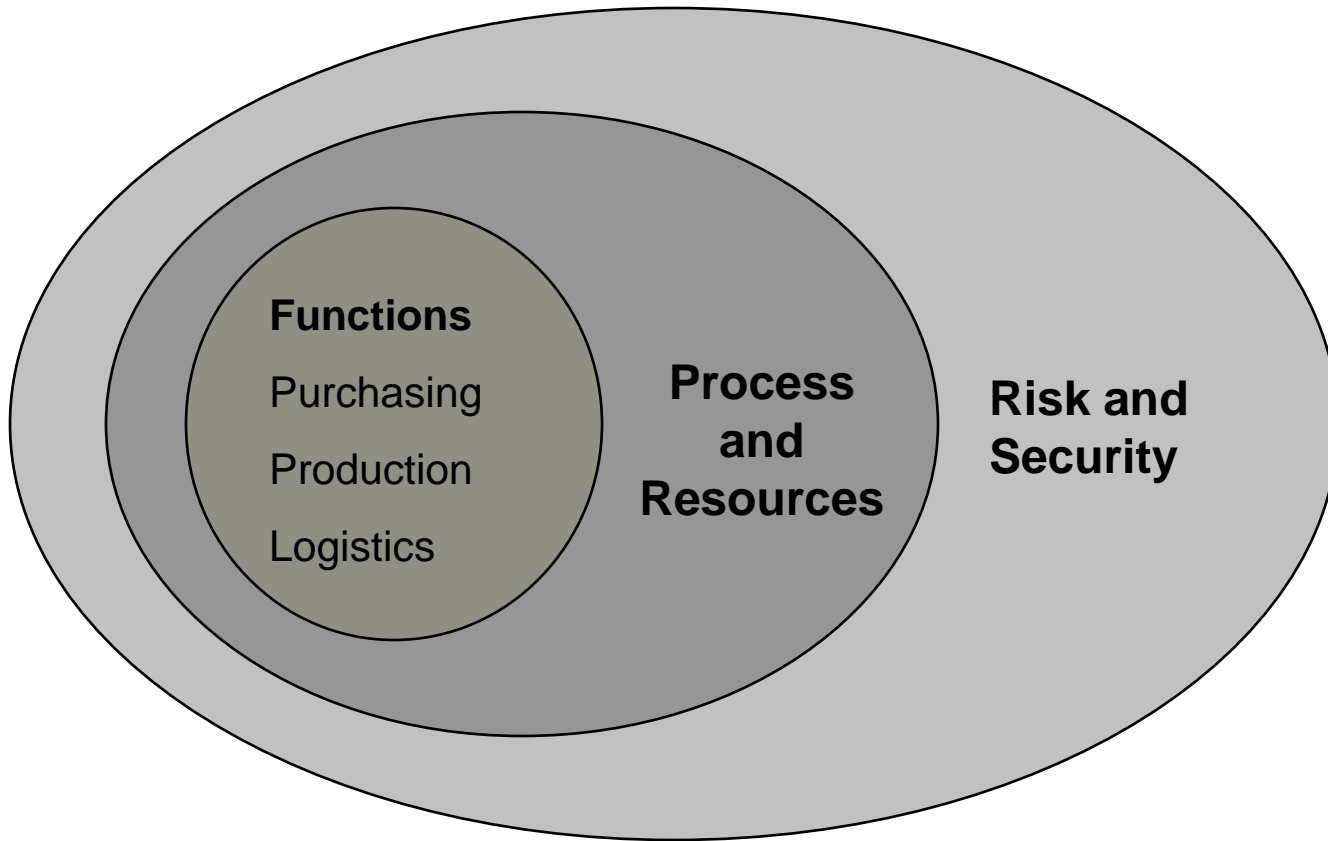
Production

Logistics

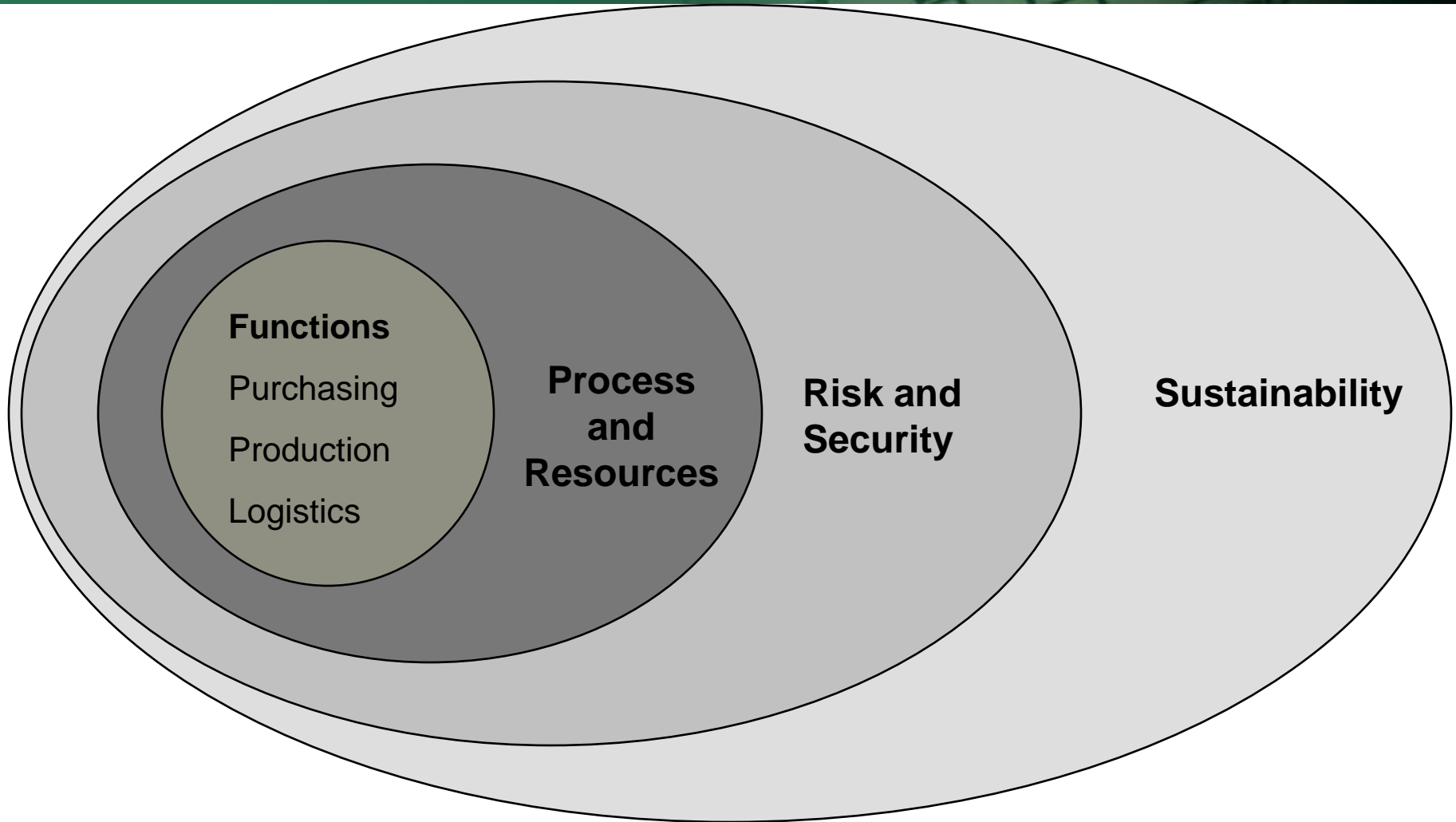
Evolving Role of Supply Chain Professionals



Evolving Role of Supply Chain Professionals



Evolving Role of Supply Chain Professionals



Conclusions

- The global demand for supply chain expertise is increasing particularly from developing regions.
- Supply chain expertise is in increasing demand outside of core business disciplines to manage processes and resources.
- MSU Administration views SCM Program as a core competency.
- In an era of decreasing Federal and State resources, the traditional SCM entrepreneurial activities involving Executive Education and collaboration with industry are increasingly important.