



# Medical Device Industry Supply Chain Council

## Dallas, Texas, 20 May 2009

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Head, Dept. of Marketing & Logistics



ROSS/FOWLER, P.C. AND  
ARCHITECTS WEEKS AMBROSE MCDONALD  
A JOINT VENTURE

UNIVERSITY OF TENNESSEE  
GLOCKER BUILDING RENOVATION AND ADDITION  
KNOXVILLE, TN



# *When Competition Goes Too Far.....*





# College of Business Administration

## UNDERGRADUATE MAJORS 5,083

Accounting	507
Business Studies	20
Economics	35
Enterprise Management	219
Finance	513
General Business	115
Human Resource Development (HRD)	61
Logistics	468
Management	90
Marketing	524
Public Administration	32
Statistics, Operations, and Management Science	14
Undesignated (freshman and sophomores)	2,485

## DOCTOR OF PHILOSOPHY 118

Business Administration	50	• Marketing	8
• Accounting	8	• Statistics	7
• Finance	10	Economics	36
• Human Resource Development	11	Industrial & Organizational Psychology	22
• Logistics	6	Management Science	10

## MASTERS DEGREES 464

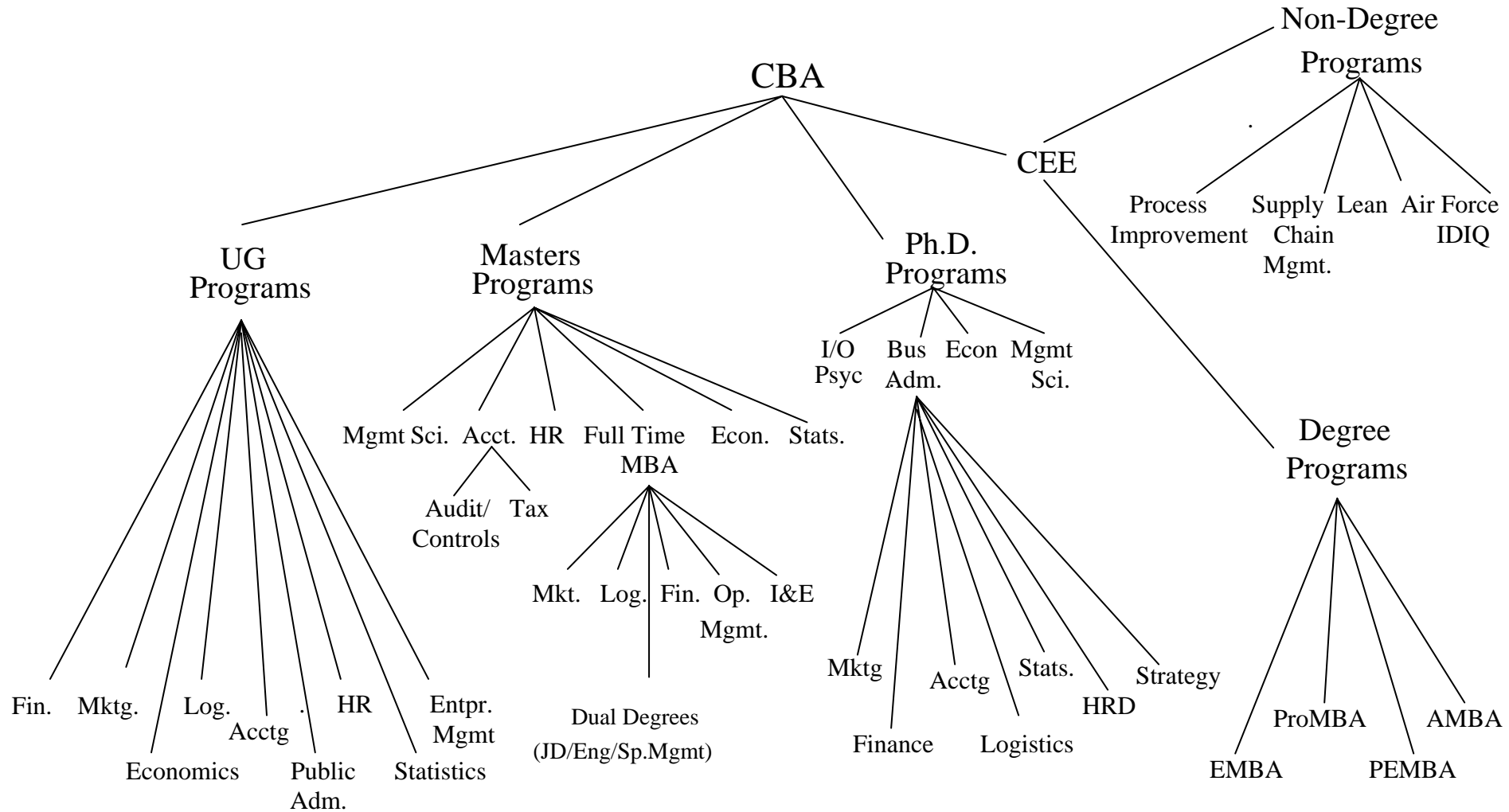
MBA	151	Master of Science in Statistics	33
• Finance		Master of Arts in Economics	2
• Innovation and Entrepreneurship		Master of Science in HRD	1
• Logistics		Master of Science in Management Science	10
• Marketing		Executive MBA	179
• Operations Management		• Aerospace	26
• First Year	86	• Physicians	36
Master of Accountancy	72	• Professional	101
• Assurance Services	53	• Senior	16
• Tax	19		

## FULL TIME FACULTY 117

	Tenure/Tenure Track	Contract
Accounting and Information Management	14	6
Economics	15	1
Finance	11	1
Management (Including HRD)	12	9
Marketing and Logistics	16	3
Statistics, Operations, and Management Science	15	2
Center for Executive Education Administration	4	8
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	87	30



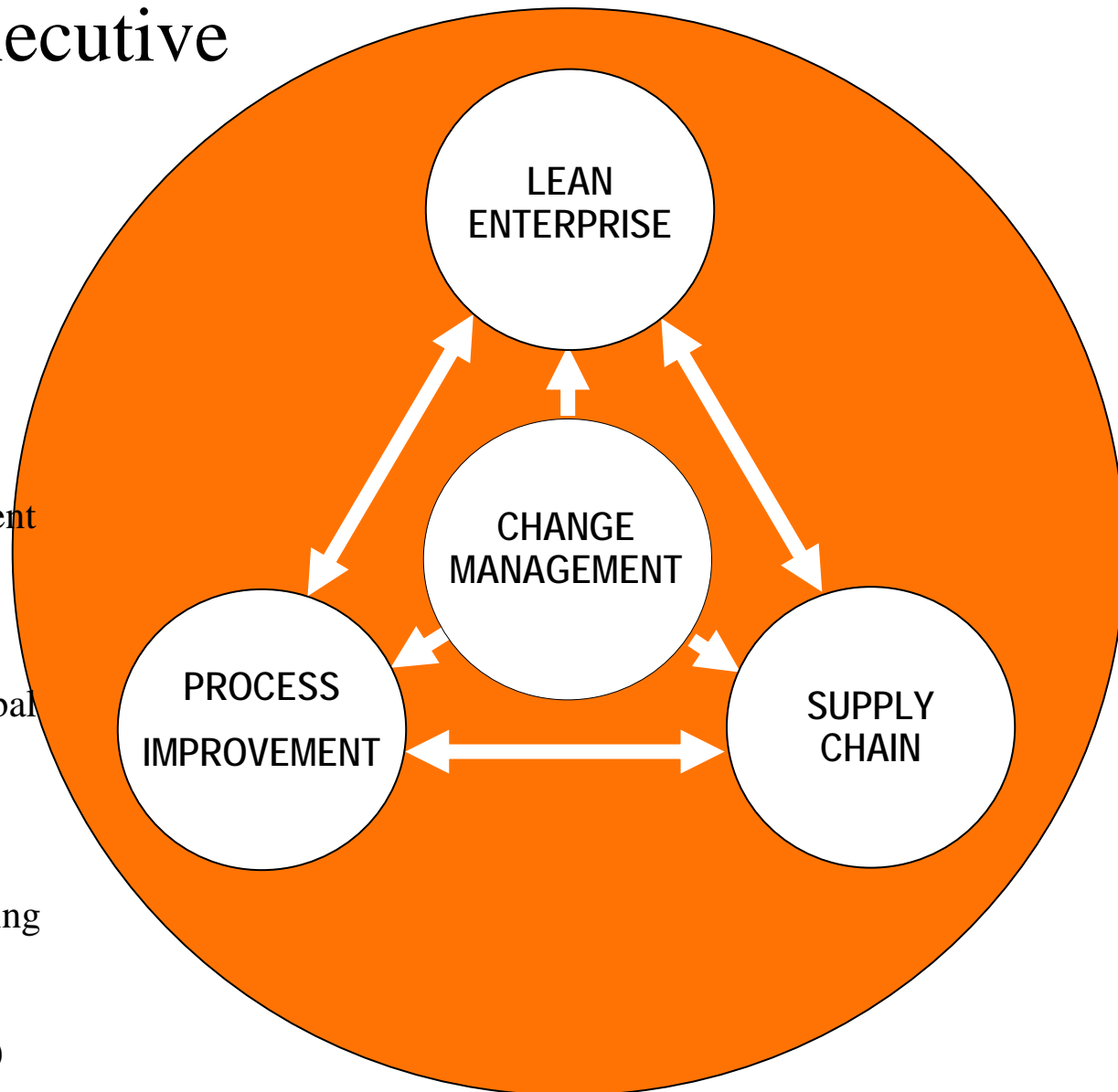
# CBA Programs





# Center for Executive Education

- Executive MBA programs
  - Senior Executive
  - Professional
  - Aerospace
  - Physician Executive
  - Global SC EMBA
- Logistics Executive Development Program (in its 29<sup>th</sup> year)
- Supply Chain Management Certification program
  - 6 modules focused on Global SCM Strategy, Demand Planning, Logistics Operations, Lean Supply Chains, Resource Management, and Integrating Supply Chains
- Customized Programs (Norfolk Southern, SONY, Textron, etc.)



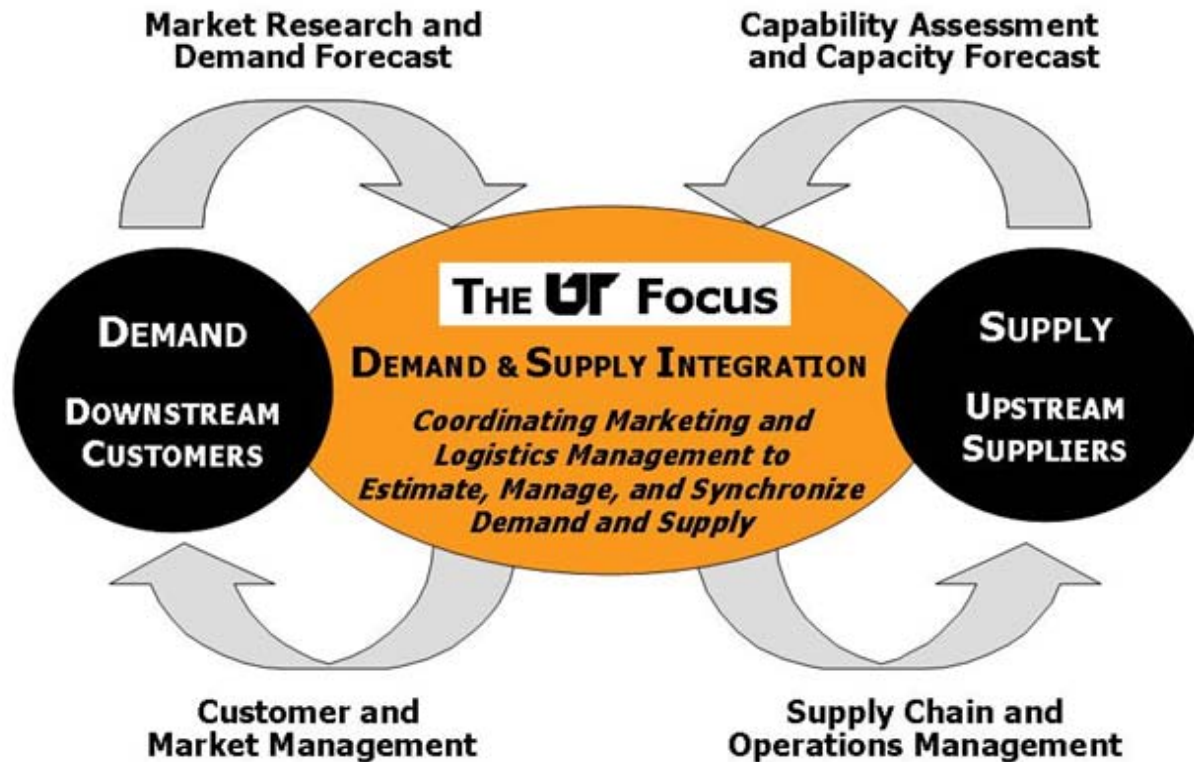


# Excellence in Global Supply Chain Education

- #1 Value for the money in US - Financial Times 2005
- #3 Internationally logistics oriented research Journal of Business Logistics
- #2 Overall logistics/supply chain management program Supply Chain Management Review

# Global Supply Chain Focus at UT

## Demand & Supply Integration Framework





# Demand and Supply Integration Forums

- Supply Chain Management (including Customer Value/Marketing Strategy)
- Demand Management (including Sales Forecasting)

## *Objective*

- ✓ *Promote an open dialog among sponsors and faculty*
- ✓ *Provide sponsors' access to the latest research.*
- ✓ *Provide an environment to share ideas and discuss problems.*
- ✓ *Provide sponsors' access to top students for employment and internship opportunities.*



# Demand Management Forum Sponsors



JOHN DEERE



Alcatel-Lucent



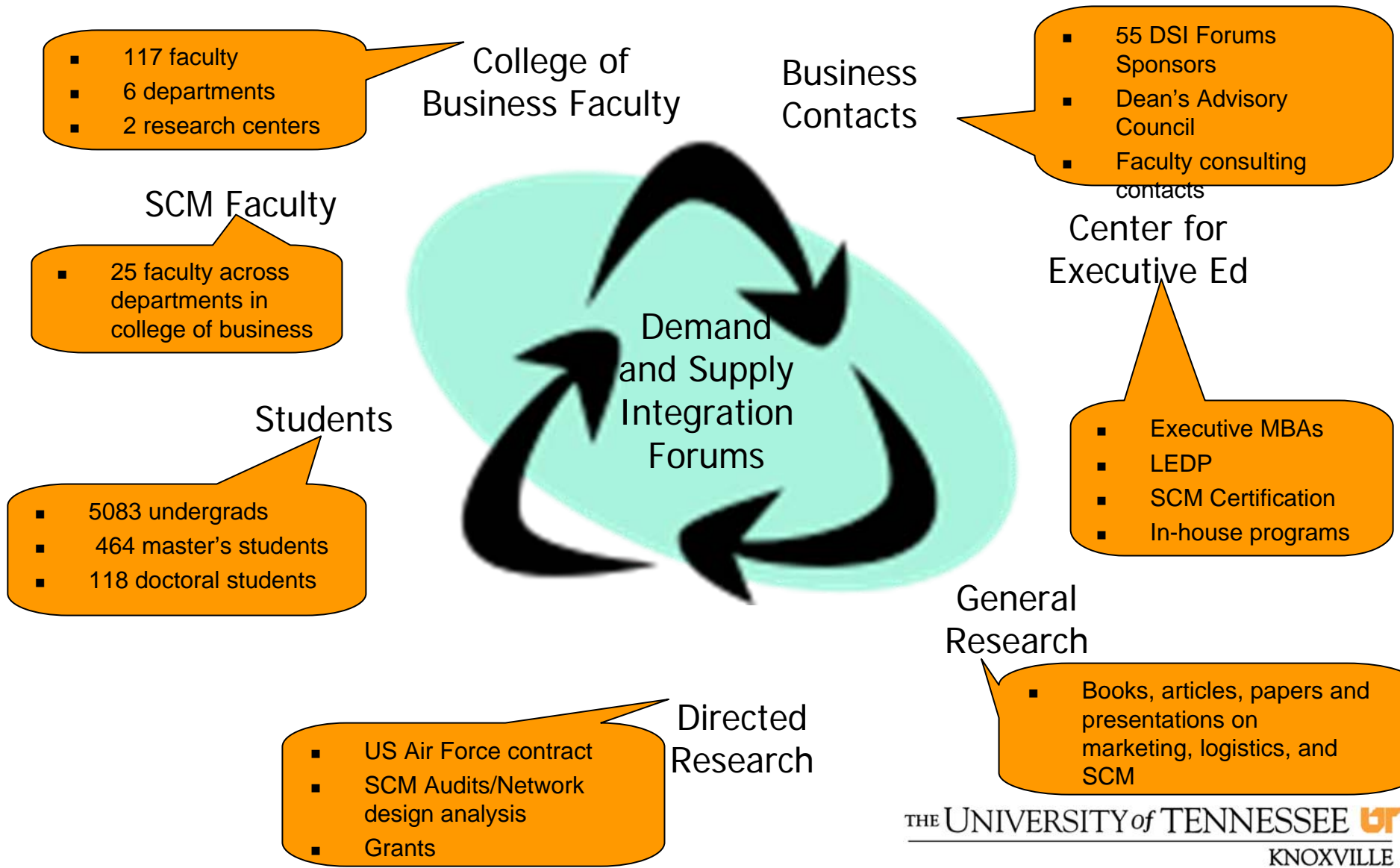


# Supply Chain Management Forum Sponsors





# Global SCM Infrastructure at UT





# The Health and Personal Care Logistics Conference, Inc.

## Innovative Supply Chain Solutions

- The Service Provider Council focused on a number of issues that are germane to the HPC shipping community.
- activities employed to enhance the flow of product through inbound and outbound distribution networks to reduce costs and improve service.
- The increasing requirement to validate distribution processes for temperature control on containers and trailers over the road at 2-8 degree C.
- Risk Management Methods and Techniques in the HPC SC

# EMBA Global Supply Chain Program Overview





# Program Length, Launch Date, & Sequence

Length: 15 months

Launch Date: March, 2011

Sequence:





# Residency Period Themes

RP1: Developing a Global Mindset



RP2: The Importance of Regional Strategies



RP3: The Unique Challenges and Opportunities of Transitioning Economies



RP4: The Challenge of Distance and Diversity



RP5: Achieving Supply Chain Excellence



# Curriculum Summary for Total Program

	Course Content	Sessions
Concept	Overview	9
	Strategy	6
	Accounting/Economics/Finance	28
	Leadership/Management/HR	31
	Operations Management	16
	Inventory Management	3
	Project Management	2
	Marketing/Demand Planning	17
	Supply Chain Management	36
	Logistics Information Systems	6
Application	Corporate Action Plan (CAP)	13
	Regional Overviews	15
	Regional SCM Overviews	15
	Company/Infrastructure Visits	50
	Synthesis Prep/Presentations	50
	Industrial/Business Development Organizations	5
	Marketplace/Supply Chain Game	21
	Debrief (faculty only)	5
	<b>Total</b>	<b>308</b>



# Curriculum Summary MBA and SCM Course Content

	SCM
Overview	4.5
Supply Chain Management	36
Logistics Information Systems	6
Regional SCM Overview	15
Infrastructure/Company Visits	25
Synthesis Prep/Presentation	15
Marketplace/SCM Game	10.5
Inventory Management	3
CAP	6.5
Debrief (faculty only)	2.5
<b>Total Sessions</b>	<b>124</b>
<b>Percentage MBA Course Content</b>	<b>60%</b>
<b>Percentage SCM Course Content</b>	<b>40%</b>



# Program Differentiation

*General management focus for Executive Track Employees (not functional or engineering driven)*

Global scope and structure

University partner relationships combine exceptional strengths and capabilities

Teaching methodologies effectively combine theory with application

Unique leadership development component  
“The Transnational Leader”

Emphasis on the multi cultural experience

Capabilities and experience of a global faculty (academic, industry, cultural)

Targeted student demographic 10-15 years of management experience, diverse industry backgrounds and national origins



- If you are interested in more information on our programs, please visit

[thecenter.utk.edu](http://thecenter.utk.edu)

- Or, feel free to contact:

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