



Creating Value Along Supply Chain And The Process Management

Course Venue: Malaysia - Kuala Lumpur

Course Date: From 31 Oct 2021 To 25 Nov 2021

Course Place: Jalan Conlay Kuala Lumpur

Course Fees: 19800 GBP



Introduction

The course presents a unique focus on the eight key supply chain processes, with chapters devoted to each of these well-known concepts to form the strong foundation and solid understanding the delegates need today. This course combines coverage of both strategic and operational issues with an emphasis on the tools and techniques most important to you for process design and management.

Course Objectives

On completion of this course you should be able to:

- Define and discuss process management, using examples
- Understand the business value of process management
- Describe the eight processes linking organizations along the supply chain
- Discuss the importance of process management in services
- Describe why quality management and Just-In-Time are important process management activities
- Describe how processes are modeled and improved, and how firms measure process performance
- Discuss the use of information technologies to integrate supply chain process, and discuss other trends in process management

Course Outline

Module 1: Creating Customer-Driven Process Strategies

Introduction to Process Management

- Process and Process Management Defined
- Process Management and Supply Chain Management
- Eight Key Supply Chain Processes
- Inventory and Process Management
- Quality and Process Management
- Business Process Management - Formalizing Process Improvement
- Measuring Process Performance
- Trends in Process Management

New Product Development - Creating

- Order Winners
- The New Product Development Process
- Reducing New Product Development Cycle Time
- New Product Development along the Supply Chain

Customer Relationship Management

- Designing an Effective CRM Process
- Identifying Competitive Strategies
- Collecting Customer Information
- Segmenting Customers
- Targeting Customer Segments
- Selecting a CRM Program Consistent with Firm Strategy



- Selecting a Compatible CRM Technology
- Developing CRM Performance Metrics
- Revising and Improving CRM Efforts as Warranted
- Privacy Issues in CRM
- Some Recent Approaches to CRM

Customer Service Management

- Customer Service Defined
- Customer Behavior and Expectations
- Customer Perceptions and Satisfaction
- A Framework for Managing Customer Service
- Integrating the Customer Service Process along the Supply Chain

Module 2: Manufacturing and Service Flow Issues

Demand Management and Forecasting

- Demand Management Defined
- Types of Demand
- The Forecasting Process
- Forecasting Methods
- Forecast accuracy
- Collaborative Planning, Forecasting and Replenishment

Inventory Management

- The Types of Inventory
- The Functions of Inventory
- The Functions of Inventory
- Inventory Costs, Risks, and Value
- Independent Demand Inventory Management
- Dependent Demand Inventory Management
- Collaborative Inventory Management along the Supply Chain
- Measuring Inventory Management Performance

Managing Material Flows

- Material Flow Mapping
- Material Flow Analysis
- Manufacturing Flexibility
- Layout Design
- Material Scheduling
- Vehicle Scheduling and Routing
- Warehouse Material Flow

Managing Customer and Work Flows

- Customer Flow Mapping
- Service Delivery System Design
- Demand Variability and Service Capacity Utilization
- Managing Customer Queues
- Managing Work Flows
- Managing Work Flows in the Office
- Managing Work Flows along the Supply Chain



Managing Information Flows

- The Concept of Information Flow
- The Emergence and Use of Enterprise Resource Planning Systems
- Automating Process Management – RPM and RPR

Module 3: Lean Production Systems

Operating with Lean

- History of Lean Production
- Lean Thinking Principles
- Traditional Versus Lean Production
- Lean Thinking along the Supply Chain
- Value Stream Mapping Tools

Logistics and Order Fulfillment

- Setting Logistics Customer Service Goals
- Transportation Planning and Selection
- The Order Fulfillment Process
- Warehouse Management
- Planning and Logistics Network
- Developing a Logistics Strategy
- Order Fulfillment and Logistics Concerns

Purchasing and Supply Management

- The Role of Purchasing and Supply Management
- The Strategic Sourcing Process
- Cost Management
- Factors in Supplier Selection
- Negotiating the Contract
- Managing Supplier Relationships
- Monitoring Supplier Performance
- Electronic Purchasing
- Beyond First-Tier Supplier Relationships
- Supply Management Challenges

Module 4: Quality Issues and Process Performance

Managing Quality for Continuous Improvement

- Why Continuous Improvement Efforts Fail?
- Processes and Quality
- The Quality Improvement Process
- The Malcolm Baldrige Award
- Collaborative Planning Activities
- Quality Assurance

Six Sigma- Taking Quality Improvements to the Next Level

- Defining Six Sigma
- Organizational Roles in Six Sigma Initiatives
- The DMAIC Cycle



- Selecting Six Sigma Projects
- Six Sigma Project Documents
- Project Characteristics and Statistical Tools
- Balanced Scorecard
- The Keys to Breakthrough Process Improvement
- Six Sigma along the Supply Chain
- Six Sigma Challenges

Returns Management

- Defining Returns Management
- Returns Management and the Product Life Cycle
- Developing a Returns Management Strategy
- Establishing Returns Policies
- Design of the Returns Network
- The Returns Management Process in Practice
- Environmental Issues in the Returns Process
- Disposal of Hazardous Materials in the U.S.
- Disposal of Hazardous Materials in Europe.
- Returns Management along the Supply Chain