

6 Training & education references

METHODS & TECHNIQUES USED IN CLASS SESSIONS

- Case discussions
- Group discussions
- Group exercises & interactive sessions
- Individual presentations
- Internet-search
- Lectures

COURSE SUBJECTS

Introduction into Operations & Supply Chain Management

- Supply Chain Management as a (new) source for competitive advantage
- Keys to competitive advantage
- Supply Chain Concepts

Fundamentals

- Processes in manufacturing & services
- Quality management
- Innovation
- Warehousing & inventories
- Transportation
- Continuous productivity improvement in warehousing: a structured approach

Supply Chain Management

- Organisational aspects of Supply Chain Management
- Supply Chain trends & developments
- Agile versus Lean
- Distribution network design
- The service-cost trade-off
- Supply Chain modelling (tools & process)
- Decision support software in Logistics & Supply Chain
- Outsourcing

Project management

- Project management: tools & techniques

BUSINESS CASES AND OTHER MATERIALS USED IN CLASS SESSIONS

(CASES ARE MAINLY FROM HARVARD, STANFORD, ETC)

Introduction into Operations & Supply Chain Management

- Kristen's Cookies Company (A)
- Crocs: revolutionising an industry's supply chain model for competitive advantage

Fundamentals

- Benihana of Tokyo
- Delamere Vineyard
- Doré Doré
- Fabritek 1992
- Harley Davidson: preparing for the new century
- Kristen's Cookies Company (A)
- Sea-Pines Racquet Club
- Toyota Motor Manufacturing, USA, Inc.
- 3M
- IDEO

Supply Chain Management

- Amazon.com's european distribution strategy
- Barilla SpA (A)
- Beergame (computerised simulation game in groups)
- Crocs: revolutionising an industry's supply chain model for competitive advantage
- Ford Motor Company: Supply Chain strategy
- Freqon: buyer-supplier evolution
- IBM: After sales service
- IKEA: Managing global expansion
- Lucent Technologies: Global Supply Chain Management
- Merloni Elettrodomestici SpA: the transit point experiment
- P&G: improving consumer value through process redesign
- Seven-Eleven Japan
- A smart supply chain for a smart product: Micro Compact Cart Smart GmbH
- Solectron: From contract manufacturer to Global Supply Chain Integrator
- Sport Obermeyer, Ltd.
- ZARA: Fast fashion

- AsiaCo: RFQ (competitive game written by Ed Weenk)
- Cost-service trade-offs (various mini-cases written by Ed Weenk)

Project management

- Garden party for ABC Publishing (exercise written by Ed Weenk)

PRESENTATIONS AT SEMINARS & CONFERENCES, PUBLICATIONS

- "Alternative transportation", Eindhoven University of Technology, Workshop, 1998
- "Supply Chain Design: adding value as an LSP", CAPS, Annual User Conference, 20-08-1999
- "Merging expectations with implementations" – VLO, Annual Conference, 28-09-1999
- "Risk Management: a Service Provider's perspective" – eSCF, Workshop on Risk Management, 09-2001
- "Agile Logistics: a Logistics Operator's perspective" – eSCF, Round Table, 22-10-2003
- "Agilidad en el sector de Gran Consumo" – SINTEC, III Jornada de la Supply Chain, 30-06-2004
- "Colaboración en la cadena: ¿Por qué es tan difícil?" – EADA, Jornada de Empresas Asociadas, 17-07-2005
- "*Supply Chain Management* como nueva fuente de ventaja competitiva", en "50 lecciones de Management, libro conmemorativo del 50 aniversario de EADA", Ediciones Granica, 2007