



Demand-Driven Supply Chain Strategy

Create or improve your supply chain to fit into your company's overall strategy.

COURSE DESCRIPTION

As supply chain executives become more instrumental in supporting long-term strategic objectives, they need to complement traditional supply chain operational knowledge with a more strategic view of their role in delivering aligned results to the business. Learn about different lenses of strategic planning applied to supply chain management and the specific implications for supply chain operations.

THIS COURSE WILL ENABLE YOU TO

- Learn how supply chain management fits in the overall strategy of the firm in the context of its extended business network
- Assess the firm's current strategic position in supply chain operations and reframe current supply chain operations to align with the firm's objectives
- Understand the key elements of demand sensing and forecasting, demand shaping, and demand response and operations
- Understand the role of technology in supporting demand-driven supply chains
- Understand how to develop a demand-driven supply chain strategy and how this strategy integrates with corporate strategy

COURSE TOPICS

- Strategic Frameworks for Logistics and Supply Chain Management
- Aligned Strategies for Supply Chain Management
- Demand-Driven Supply Chain (DDSC): Definition and Core Components
- Core Operating Processes: Demand Sensing and Forecasting, Demand Shaping; Alignment and Commercial/Operational Strategies, Demand Response and Supply Chain Operations
- Developing a Demand Driven Supply Chain Strategy and Integration with Corporate Strategy
- Technology and its Role in Supporting Demand-Driven Supply Chains
- Supply Chain Simulation

COURSE INFORMATION

DATE	TBD
LOCATION	Georgia Tech Campus, Atlanta, GA
REGISTER	pe.gatech.edu/scl-demand

COURSE FEES

Standard Course Price	\$3,500
SCL and GT Alumni/ Organization Discount Price*	\$3,150
Certificate Price Per Course [†]	\$2,905
Multi-Team Members Discounts	CALL 404-385-8663

*Members of APICS, AST&L, CSCMP, INFORMS, Supply Chain Leadership Council, and WERC receive the "Organization Discount Price" for each course.

[†]To receive the "Certificate Program Course Price" for this course, you must prepay in one payment for all courses required to earn a certificate.

PROFESSIONAL DEVELOPMENT UNITS

Professional Society members may be able to apply course attendance to meet certification or recertification requirements.

Space is Limited! Reserve Your Seat Today at pe.gatech.edu/scl-demand



SCM EARN A GEORGIA TECH SUPPLY CHAIN & LOGISTICS CERTIFICATE

SUPPLY CHAIN MANAGEMENT (SCM) CERTIFICATE

Developed to provide participants with both a solid cross-domain understanding of supply chain, as well as an opportunity to expand knowledge in specific domains or techniques of interest. Gain essential industry skills to advance your career and start applying practical knowledge, tools, and techniques immediately at your organization.

Complete this course and earn 2.4 CEUs toward the Supply Chain Management Certificate.

HOW THE SCM CERTIFICATE WORKS

Take any four courses within four years to receive your Georgia Tech Supply Management Certificate. Participants may substitute any two courses in the DOAD, SDP, LSCP, SCPM, or SCF certificate series.

COURSE INSTRUCTORS

John Szoke with LeanCor will be teaching the course.

JOIN SUPPLY CHAIN AND LOGISTICS PROFESSIONALS OF GEORGIA TECH



For more information on activities and to join for FREE, visit:

www.scl.gatech.edu/apps/rsvp/sclaffinity

Customized Programs Are Available. Visit: www.scl.gatech.edu/custom

THE GEORGIA TECH ADVANTAGE

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Courses are Taught by Renowned Instructors from Academia and Industry

#1

Georgia Tech Ranked No. 1 Among Smartest Public Colleges in America*

#1

Georgia Tech Conference Services Voted "Best College or University to Hold a Meeting or Event"†

#1

SCL is a Unit of Georgia Tech's #1 Industrial Engineering Program—25 years in a Row‡

Sources: *Business Insider; †Unique Venues, Winter 2015; ‡U.S. News and World Report.

WHAT PARTICIPANTS SAY ABOUT THE SCL PROGRAM

100% The training has deepened their supply chain knowledge

Explore Atlanta www.atlanta.net/things-to-do/