



**Schulich**  
School of Business  
Executive Education Centre

UPCOMING PROGRAM DATES

February 10 - June 16, 2017

13 days over 4 months

# Masters Certificate in Supply Chain & Logistics Management

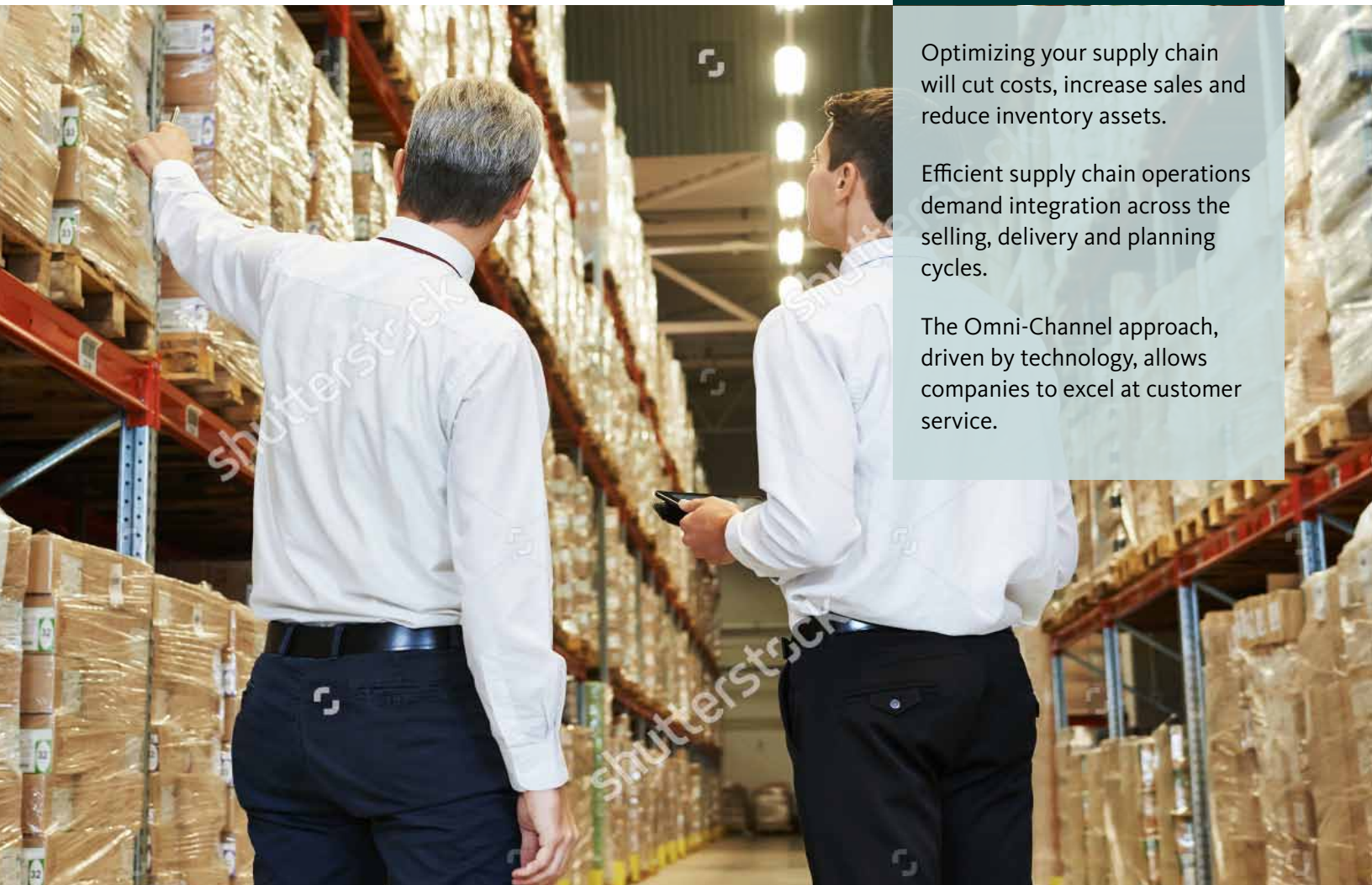
## Maximize your service advantage

### Program Leadership Insights

Optimizing your supply chain will cut costs, increase sales and reduce inventory assets.

Efficient supply chain operations demand integration across the selling, delivery and planning cycles.

The Omni-Channel approach, driven by technology, allows companies to excel at customer service.



Endorsed by



# Why Enhance Your Supply Chain and Logistics?

Even one element out of alignment in your supply chain puts customer loyalty at risk.

The supply chain is the backbone of every company, and today's customers are extremely sensitive to supply chain shortcomings. **You can't sell your product or service if you can't get it into the hands of your customer reliably.** Having just one element out of alignment in your supply chain puts every sale in jeopardy. Your customers don't care why you had a late issue, or a stock issue, or made a mistake picking. **They only care that they didn't get what they wanted,** and they're ready to go to your competitor to find it.



## Supply chain and logistics management should be highly integrated.

It's no longer enough to have deep expertise in only one area of your business' supply chain. To remain competitive, **all the key functions must be integrated across operational domains: the selling cycle integrated with the delivery cycle integrated with the planning cycle.** By applying the most up-to-date knowledge and strategies across the supply chain and logistics spectrum, companies are able to take, or keep, the lead.

## Not keeping up means falling behind.

You've heard the phrase 'innovate or die'. Tough competition is less and less about the product, and **more and more about the service and delivery a company gives its customers.** As the Internet and other technologies continue to revolutionize supply chain operations, the choice is straightforward: harness a new technology-enabled, integrated supply chain operations plan, or fail to keep up and just fall behind.



### Bonus Industry Event • January 26, 2017 Supply Chain Leading Practice Forum

Complimentary with your Full Program Option registration of 2016 or 2017, you and your manager can attend this unique one-day forum as our guests (a \$1,990 value). Gain cross-industry supply chain perspectives and hear leading practices from outstanding companies in all stages of the supply chain. **For a complete line-up of speakers and topics, visit [seec.online/11218](http://seec.online/11218)**

# Masters Certificate in Supply Chain & Logistics Management

The Masters Certificate in Supply Chain and Logistics Management program is **comprehensive, integrated and uniquely endorsed by IWLA Canada and SCMAO.**

It enhances your leadership capabilities, broadens your knowledge base and skill set, and links supply chain strategy to your corporate business plan with practical, real-world solutions. With cutting-edge program design, **it will give you a “big-picture” mindset of leading practices that can be applied to your company to drive profitability.**

On completion of the course, you will be a better-equipped, more effective supply chain and logistics leader.

## Key Program Benefits

- Gain in-depth knowledge of what drives a profitable company
- Add power to your logistics expertise and a financial perspective to decision-making
- Sharpen the skills necessary to project, negotiate, evaluate and lead
- Refine capabilities in using technology and business tools
- Learn a holistic skill-set that prepares you to be strategic, tactical and operational
- Compete in an enlightening supply chain simulation on the final day in competition with your classmates
- Reinforce your full program key concept learnings on the final day and get immediate feedback
- Come to class with a specific challenge chosen by you and your company; take away ideas and possible solutions
- At your choice, a free confidential supply chain business discussion with you, your manager and our Program Director

## ■ Overview of Course Modules

Achieve your Masters Certificate in as little as 13 days over four months, or complete the first six individual modules at your own pace within three years. **Any of the individual 2-day sessions may also be taken as a stand alone program.**

MODULE 1: FEBRUARY 10 - 11, 2017

### Strategic Planning Through Your Supply Chain

- Setting the stage with an overview of how supply chain strategy and operations fit together in leading companies.
- Aligning the supply chain with your business goals.

MODULE 2: MARCH 3 - 4, 2017

### Inventory Management & Sourcing To Optimize Operations

- Harness inventory management as the core of supply chain.
- Strategic sourcing to get the most for your money. Creating and strengthening supply partnerships.

MODULE 3: MARCH 24 - 25, 2017

### Distribution Centre Planning & Transportation Management

- Applying modern and effective distribution centre and freight management techniques you can use now.

MODULE 4: APRIL 21 - 22, 2017

### Service Quality, Project Management & Change Leadership

- Meeting customer expectations profitably with service quality.
- Executing projects on-time, on-budget, in-scope while managing diverse stakeholders with competing objectives.

MODULE 5: MAY 5 - 6, 2017

### Effective Leadership in Your Supply Chain

- Focusing your teams and motivating their actions effectively.

MODULE 6: MAY 26 - 27, 2017

### Supply Chain Integration

- The fiber that threads your supply chain together.

CLOSING DAY: JUNE 16, 2017

### Course Recap & Supply Chain Simulation

- Applying the lessons learned and reinforcing knowledge.



See detailed content for each module and more participant testimonials at [seec.online/11218](http://seec.online/11218)

*“Applying the principals taught during the Masters Certificate allowed us to reduce inventory levels by 16%, resulting in a one-time savings of over \$4,000,000 in working capital.”*

Sieg Will, Vice President Operations, Sleep Country Canada.



Program Director  
Mark Thomas



# Masters Certificate in Supply Chain & Logistics Management



## Find Out More Today!

Visit [seec.online/11218](http://seec.online/11218)

1. Watch a brief **video introduction** by Program Director Mark Thomas.
2. Join Mark for a **free 1-hour online information session**. Once you register, you will be sent your login details.
3. For **program content related questions**, ask Mark directly:  
Tel: 416.736.5079  
Toll free: 1.800.667.9380  
e-mail: [mthomas@schulich.yorku.ca](mailto:mthomas@schulich.yorku.ca)

## Unique Program Features and Benefits Include

- Short convenient class modules that feature applied learning between class sessions to current organizational challenges
- Integration of 11 key supply chain strategy areas including people leadership, to build your 'total skill-set'.
- Respects your busy schedule: one work day matched by one weekend day avoids multiple work absences
- Consolidate your learning through a professional supply chain simulation exercise
- A professional teaching team of real-world instructors with extensive experience, knowledge and insight
- Sharing of experiences with peers as an integral part of your learning
- Designed to advance your career growth opportunities

## Registration Details

**Spring Session:** February 10 - June 16, 2017  
13 days over 4 months

### Program Location & Time

Executive Learning Centre, Schulich School of Business, York University, 4700 Keele Street, Toronto, ON M3J 1P3

**Sessions run:** 8:30 a.m. - 4:00 p.m.

### Masters Certificate Program Fee:

Full Program: IWLA & SCMAO members: \$9,550 CDN + applicable taxes

Full Program: Non-members \$9,950 CDN + applicable taxes

Each 2-day module: \$2,025 CDN + applicable taxes

Fee includes program tuition, teaching materials, lunches and refreshments.

- A deposit of \$1,000 CDN is required to secure your place in the program.
- Full program fee is payable upon notification of acceptance, prior to start of program.
- Schulich Executive Education Centre's liability is limited to reimbursement of paid tuition fee.
- Contact us about a convenient tuition payment plan.
- Modules, speakers, topics, dates, fees, and locations are subject to change.

### Optional Accommodations

Participants receive a special corporate rate at the Schulich Executive Learning Centre Hotel on the Keele campus. For details please visit the **Contact and Locations** section of our website.

### Administrative Inquiries

Tel: 416.736.5079 | Toll Free: 1.800.667.9380  
Fax: 416.736.5689  
e-mail: [execedinfo@schulich.yorku.ca](mailto:execedinfo@schulich.yorku.ca)

## Participant Profile

If you are a current or future leader in supply chain or logistics from one of these industries:

- Manufacturing
- Retail
- Distribution
- Logistics services
- Consulting

...then this program is for you.

## Green Program!

Participants will receive all program learning materials electronically on USB flash drive. Please bring a laptop PC or suitable tablet to class. Alternative arrangements can be made upon request.



**Schulich**  
School of Business  
Executive Education Centre



For more information, or to register online today, visit [seec.online/11218](http://seec.online/11218)