



Center for Supply Chain Management and Logistics
Li & Fung Institute of Supply Chain Management & Logistics



The Chinese University of Hong Kong

Executive Training

Gaining Competitive Advantages through out-sourcing and Global Supply Chain

15 & 16 March 2008

Co-organizer: The Institute of Purchasing & Supply of Hong Kong (IPSHK)



Does your company

- suffer from Bull Whip effect?
- suffer from ineffective supplier contracts?
- suffer from substandard outsourcing practices?
- have matching problems between demand with supply?
- have ineffective supply chain architecture?
- have inadequate integration of supply chain?

If you are facing the above problems and struggling for remedies, we cordially invite you to attend this 2-day training program. This training has been conducted successfully in USA, Hong Kong and China. It provides an insightful overview of the profound Supply Chain Management issues in contemporary organizations.

WHO SHOULD ATTEND

1. Executives involved in strategic and operational decision making in the areas of supply chain and logistics management, production/operations, distribution, sales and marketing;
2. Executives and professionals in functional areas such as purchasing, human resources, design and development, customer service, e-commerce, and administration, who want to integrate their functional knowledge with logistics/SCM functions;
3. Executives in the logistics service industries who want to deepen their knowledge in logistics/supply chain management so that they can design more value-added services for their customers.

DATES & TIME

15 & 16 March 2008

9:30am – 5:30pm

VENUE

LG202, Board Room, Wen Tan Tong, Shaw College, CUHK

COURSE OUTLINE

Session 1 (15 March)

Overview (Prof. Manoj K. Malhotra)

- Introduction and Program Overviews
- Strategic outsourcing frameworks with discussions

Session 2 (15 March)

Supply Chain Design Frameworks (Prof. Manoj K. Malhotra)

- Clock Speed
- Design product and supply chain architecture
- Dependency Dynamics
- the Polaroid case (Harvard)

Session 3 (15/16 March)

Supply chain coordination and value of information sharing (Prof. Manoj K. Malhotra)

- Supply chain interactions (beer game)
- Value of Information
- Supply chain coordination and matching supply with Demands

Sessions 4 (16 March)

Competing through strategic supply chain management (Prof. Xiande Zhao)

- Case discussions and comparisons of Li & Fung Ltd., World Co. Limited, and LuenTai
- Panel Discussion and key take-away

COURSE APPROACH & LANGUAGE MEDIUM

This course, which is conducted in English, will use the Participant-Centered Learning and the Case Method (PCLCM) as advocated by the Harvard Business School. Most of the class time will be devoted to case discussions. Through discussions, participants will develop their ability of analyzing problems and recommending solutions to the case problems. Participants are strongly encouraged to bring in problems they are facing in the work place, and to share their ideas and business experiences with other participants. To facilitate effective discussions, participants are required to read the cases and materials before they come to the class.

AWARD OF CERTIFICATE OF ATTENDANCE

Certificate will be awarded to participants who have attended the entire program.

FEE (with tea/coffee breaks and lunches inclusive)

Registration (on or before Mar 3, 2008): Regular: HKD5200, Member of IPSHK/ CUHK alumni: HKD4600

Registration (after Mar 3 2008): Regular: HKD6800, Member of IPSHK/ CUHK alumni: HKD5200

Registration Deadline: Mar 12 2007

INSTRUCTORS



Prof. Manoj K. Malhotra [PhD, The Ohio State University] is the Jeff B. Bates Professor in the Moore School of Business, and has served as the Chairman of the Management Science Department at the University of South Carolina (USC), Columbia since 2000. He is a Fellow of the American Production and Inventory Management Society (CFPIM), and has conducted seminars and consulted with firms such as John Deere, Metso Paper, NCR Corporation, Phelps Dodge, Sonoco, UCB Chemicals, Verizon, and Westinghouse Nuclear Fuels Division, among others.

Prof. Malhotra has won several teaching awards, including the Michael J. Mungo Outstanding Graduate Teaching Award in 2006 from the University of South Carolina and Alfred G. Smith Jr. Excellence in Teaching Award in 1995 from the Moore School of Business. He was voted by the students as an Outstanding Professor in the International MBA program by the classes of 1997 to 2000, and 2005; and as the Outstanding Professor in the IMBA-Vienna program by the classes of 1998 and 2004. He was designated as one of the first “Master Teachers” in the Moore School of Business in 1998, and has been listed in "Who's Who among America's Teachers" in 1996 and 2000. As part of his pedagogical endeavors, Manoj has co-authored one of the leading textbooks in the field of operations management.



Prof. Xiande Zhao [PhD, University of Utah] is the Professor of Operations Management of CUHK and the Director of the Center of Supply Chain Management and Logistic, Li & Fung Institute of Supply Chain Management. He received his Ph.D. in Business Administration with a major in Operations Management from the University of Utah in the USA. Prof. Zhao has published over fifty journal articles in supply chain management and service operations management.

Prof. Zhao’s teaching and research interests are in the areas of supply chain management and service operations management. He has provided training and consulting services for Japan Airline, China Telecom, China Mobile, Ninjom, GlaxxoSmithKline, Towngas, Kerry Properties, China Unicom and Beijing Commercial Bank. Prof. Zhao is currently the President of the International Association for Information and Management Sciences, Vice President of Asia Pacific Institute of Decision Sciences. He is also the Associate Editor for Decision Science Journal, Journal of Operations Management, International Journal of Business and System Research and the editorial board member of several international journals.



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Enrolment Form (PLEASE FILL IN BLOCK LETTERS)

Name:	Mr./ Mrs./ Miss
Organization:	Position:
Nature of Business:	Years of work experience:
Mailing address:	Email address:
Contact phone no:	Fax no.:
Education level: Master or above Bachelor Secondary School	CUHK Alumni No. (If any)
Member of IPSHK? Yes No If 'Yes', your membership no. _____	

Payment Method.

The cheque has to be crossed and made payable to the

“The Chinese University of Hong Kong”

Please send the cheque (**within one week after reservation**) for the appropriate fee with this completed form to:

**Center for Supply Chain Management & Logistics, Room 304, Academic Building II,
 Eastern Campus, The Chinese University of Hong Kong, Shatin, N.T.**

At the back of the cheque, please write down the seminar name and the applicant’s full name.

Signature _____ Date _____

**For enquiry, please contact Mr Stephen Ng at Tel. 3163 4493 or email to
dec07training@baf.msmail.cuhk.edu.hk**

For reservation, please fax the completed form to Fax. 3163 4492

Seats are reserved on a first come first served basis