COURSE DESCRIPTION

Regardless of your product or service it is important in today’s global environment to design and deliver customer value with a full understanding of the inherent supply chain efficiencies associated with meeting your market needs. In this course we will explore the need to use customer driven market data to drive product/services design and the integration of those processes with the supply chain delivery process. We will also explore the use of third party partners in delivering market innovation and various relationship models that leverage those competencies in providing unique, differentiated competitive value. The course will also cover the integration of the product life cycle with various supply chain strategies that optimize both customer and shareholder return. Practical examples of global core product harmonization practices with Regional customization and advanced supply chain processes such as “postponement” manufacturing will be presented for discussion and analysis. Delivered by an Industry Executive in a series of five (5) Saturday morning sessions, the course reflects current thinking and future challenges in bringing to market innovative products and services in an ever evolving global market.

CLASS ORGANIZATION & ADMINISTRATION

Class Outline:

- Understanding your market and defining elements of unique, differentiated value.
  - Key product characteristics
  - Product and production design platforms
- Translating your product value through the design of the supply chain relative to innovation and efficiency.
  - Leveraging core technologies and strategic 3rd party relationships
  - Managing innovation at the process and product level
- Internal alignment processes associated with building a responsive organization.
  - Critical cross functional processes & establishing common goals & objectives
  - Internal/External collaboration practices
- Third party partner selection process and optimizing the relationship through strategic alignment.
  - Strategic sourcing practices
  - Relationship management processes
- Understanding the product life cycle and unique supply chain strategies associated with optimizing return at each stage.
  - Balancing internal/external resources to optimize return
  - Introducing product enhancement and new technologies.
FINAL GRADE ASSIGNMENT

- 50% Class Participation
- 50% Case Study