

## SCM Education at Michigan State University

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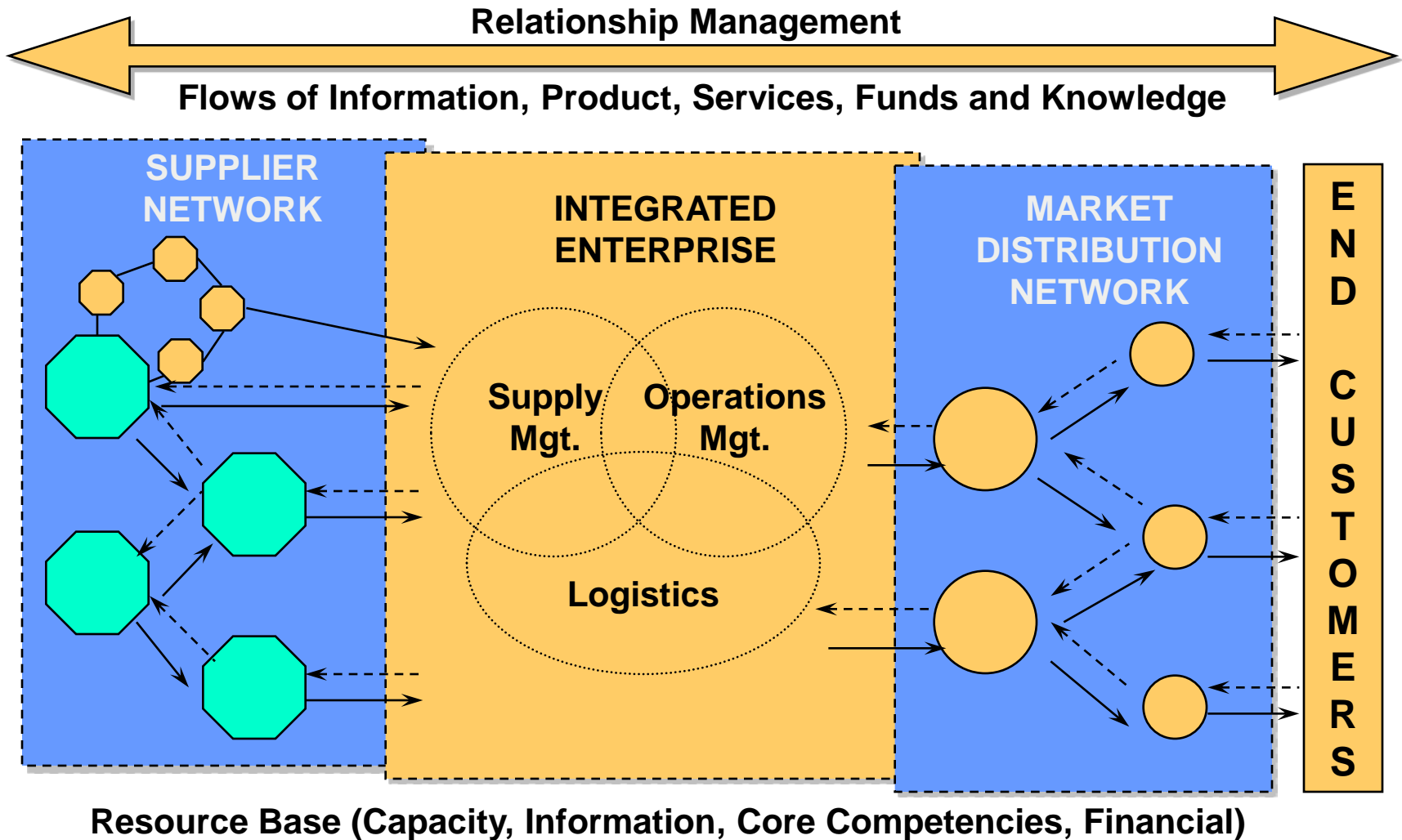
Chairperson

Department of Supply Chain Management

May 27, 2010

Chicago, IL

# The Integrated Supply Chain



# External Integrative Management

## Supply Chain Processes

Process	Description
Demand Planning Responsiveness	The assessment of demand and strategic design to achieve maximum responsiveness to customer requirements.
Customer Relationship Collaboration	The development and administration of relationships with customers to facilitate strategic information sharing, joint planning, and integrated operations.
Order Fulfillment/Service Delivery	The ability to execute superior and sustainable order to delivery performance and related essential services.
Product/Service Development Launch	The participation in product service development and lean launch.
Manufacturing Customization	The support of manufacturing strategy and facilitation of postponement throughout the supply chain.
Supplier Relationship Collaboration	The development and administration of relationships with suppliers to facilitate strategic information sharing, joint planning, and integrated operations.
Life Cycle Support	The repair and support of products during their life cycle. Includes warranty, maintenance, and repair.
Reverse Logistics	The return and disposition of inventories in a cost effective, secure, and responsible manner.

# Nationally Recognized



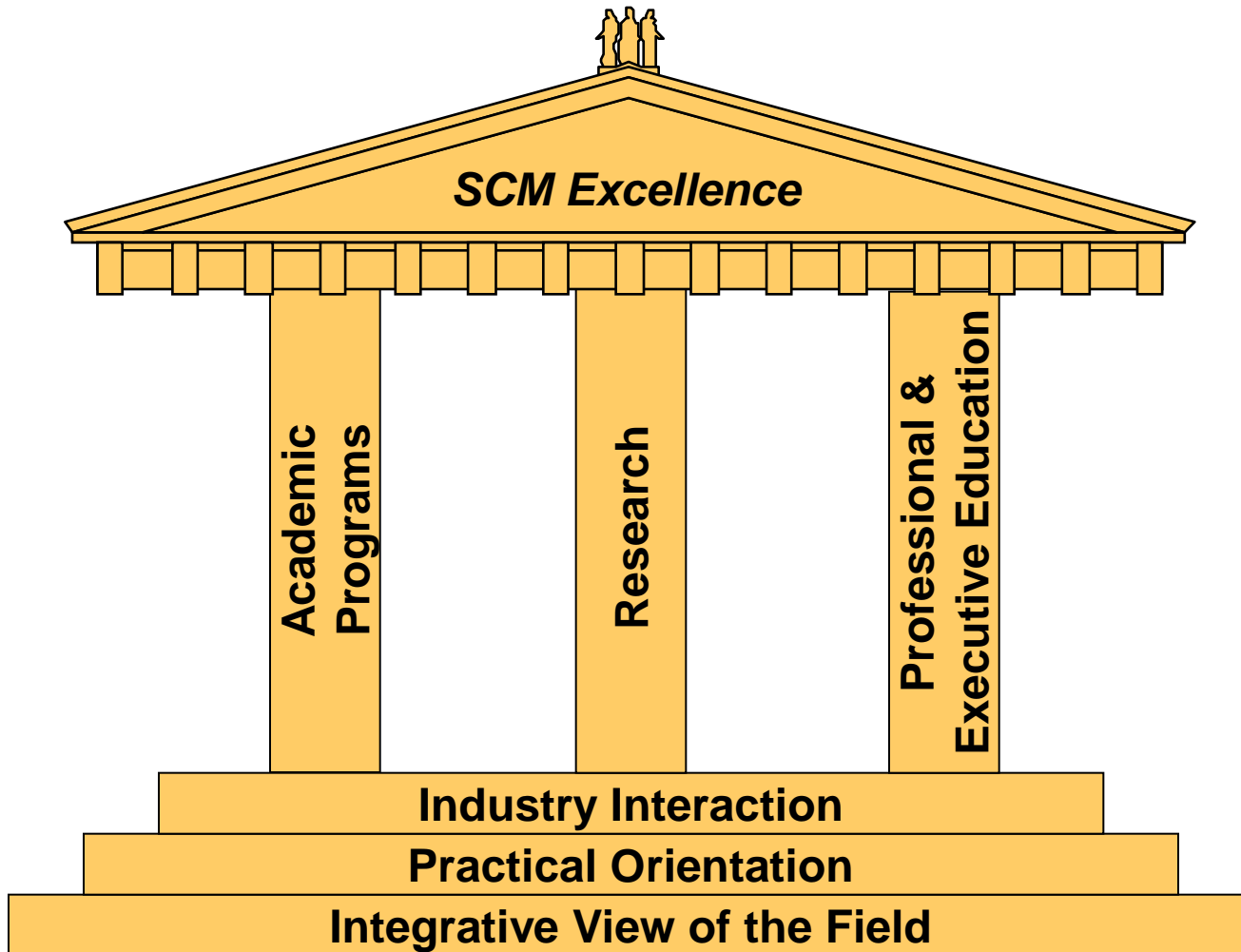
## Supply Chain/Logistics Programs

- #1 Massachusetts Institute of Tech. (Sloan)
- #2 Michigan State University (Broad)
- #3 Carnegie Mellon University (Tepper)
- #4 Stanford University

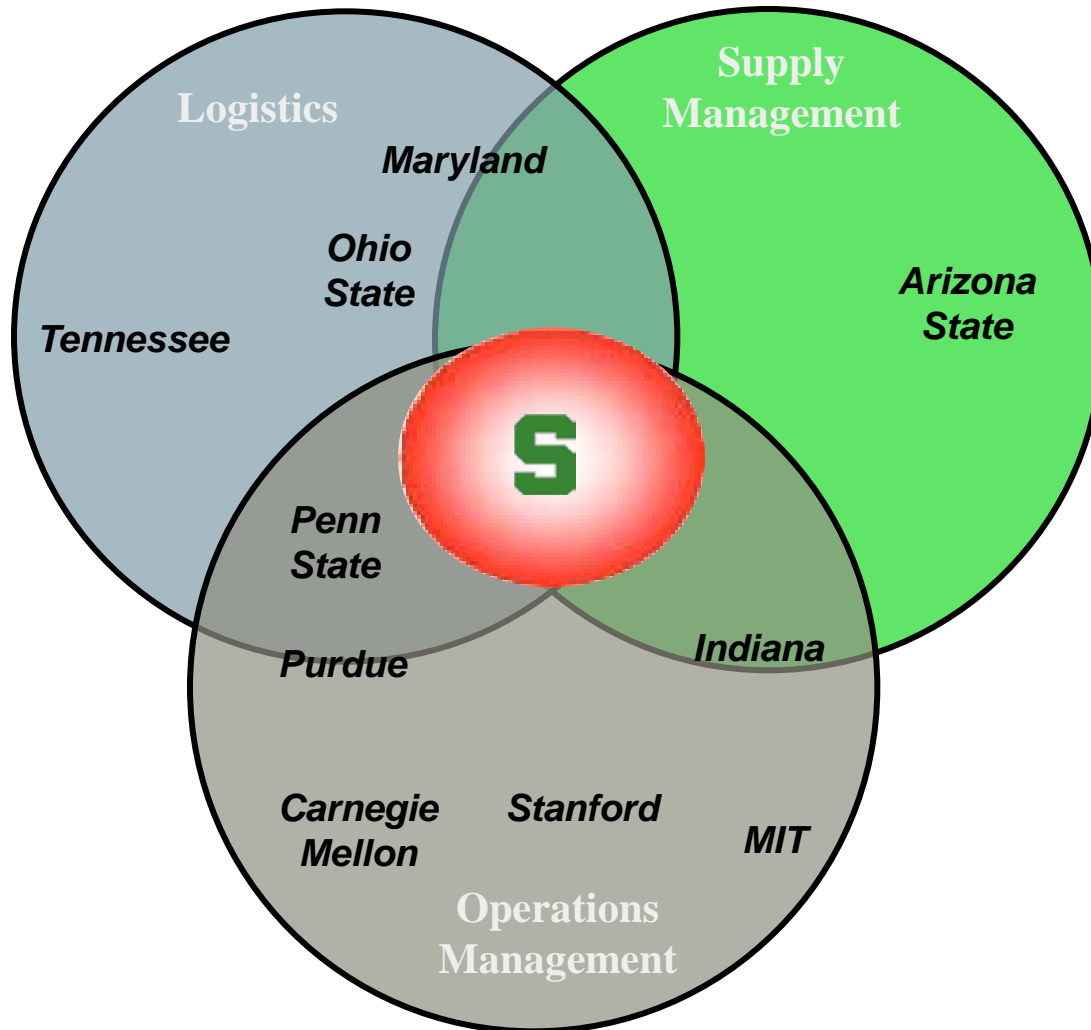
## Supply Chain/Logistics Programs

- #1 Massachusetts Institute of Tech. (Sloan)
- #2 Michigan State University (Broad)
- #3 Penn State University (Smeal)
- #4 Arizona State University (Carey)

# Our Approach



# Integrative Curriculum Approach



# Where Industry Goes for Supply Chain Talent in North America

**Table 1a:** Where the industry goes for talent—functional

University	NPDL	Plan	Source	Make	Deliver	Customer Mgmt.	Post-Sales Support
Michigan State							
Penn State							
Ohio State							
Georgia Tech							
MIT							
University of Tennessee							
Arizona State							
Purdue							
U. of Michigan—Ann Arbor							
Stanford							
U. of Wisconsin—Madison							
<b>Total, North America</b>							

	40%+ of respondents
	30% to 39% of respondents
	20% to 29% of respondents

Source: AMR Research, 2008

# Academic and Certificate Programs

- Academic
  - BA with concentration in SCM
  - MBA with concentration in SCM
  - MS in SCM
  - Ph.D. in Operations and Logistics
- Certificate
  - Executive Education
    - Logistics
    - Purchasing
  - Customized
  - Online



# SCM Educational Positioning

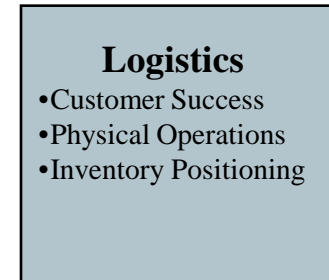
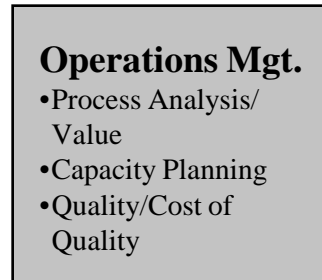
## *Integrative Solutions...*

*Establish the Integrated  
Supply Chain Vision*



- Vision & Strategy
- Performance Measurement
- Integrated Value Chain
- Process Integration

*Cross-Functional  
Understanding*



*Deployment &  
Advanced Skills*



*Business Imperatives*



- Business Vision & Fit
- Integration Relationships
- Innovation Management
- Order Management
- Metrics and Strategy Review

# SCM Electives

- Supply chain decision models
- Supply chain sustainability
- Quality management
- Process and project management
- Applying supply chain principles to services

# SCM Departmental Initiatives

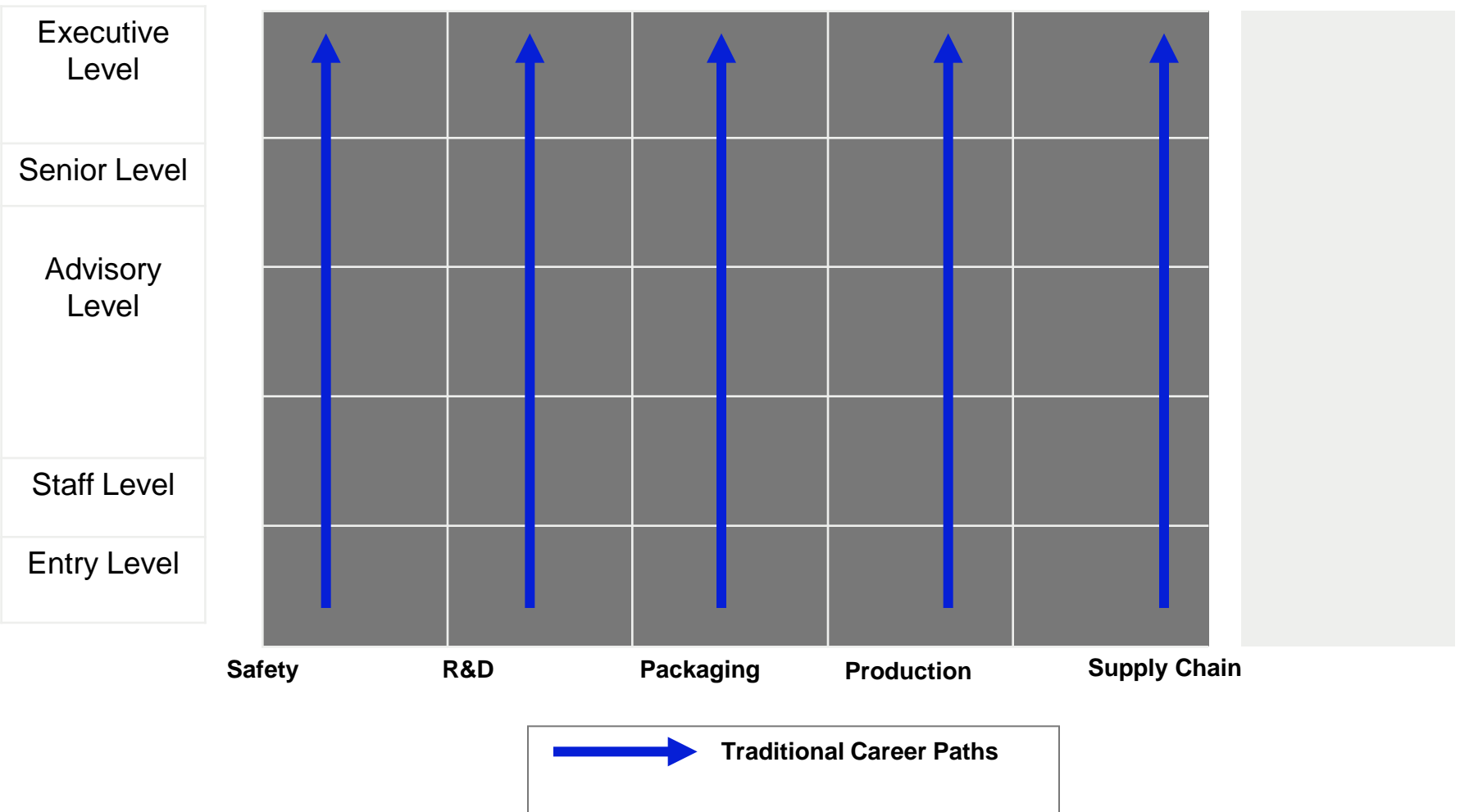
- Supply Chain Operating Decision Environment (SCODE) Graduate and Undergraduate Challenge
- Executive Development
  - Executive Summit
  - Logistics in Supply Chain Management
  - Purchasing in Supply Chain Management
- Center for Global Sustainability
- Middle East Logistics Institute
- IIM-Bangalore MS SCM

# Center for Global Sustainability

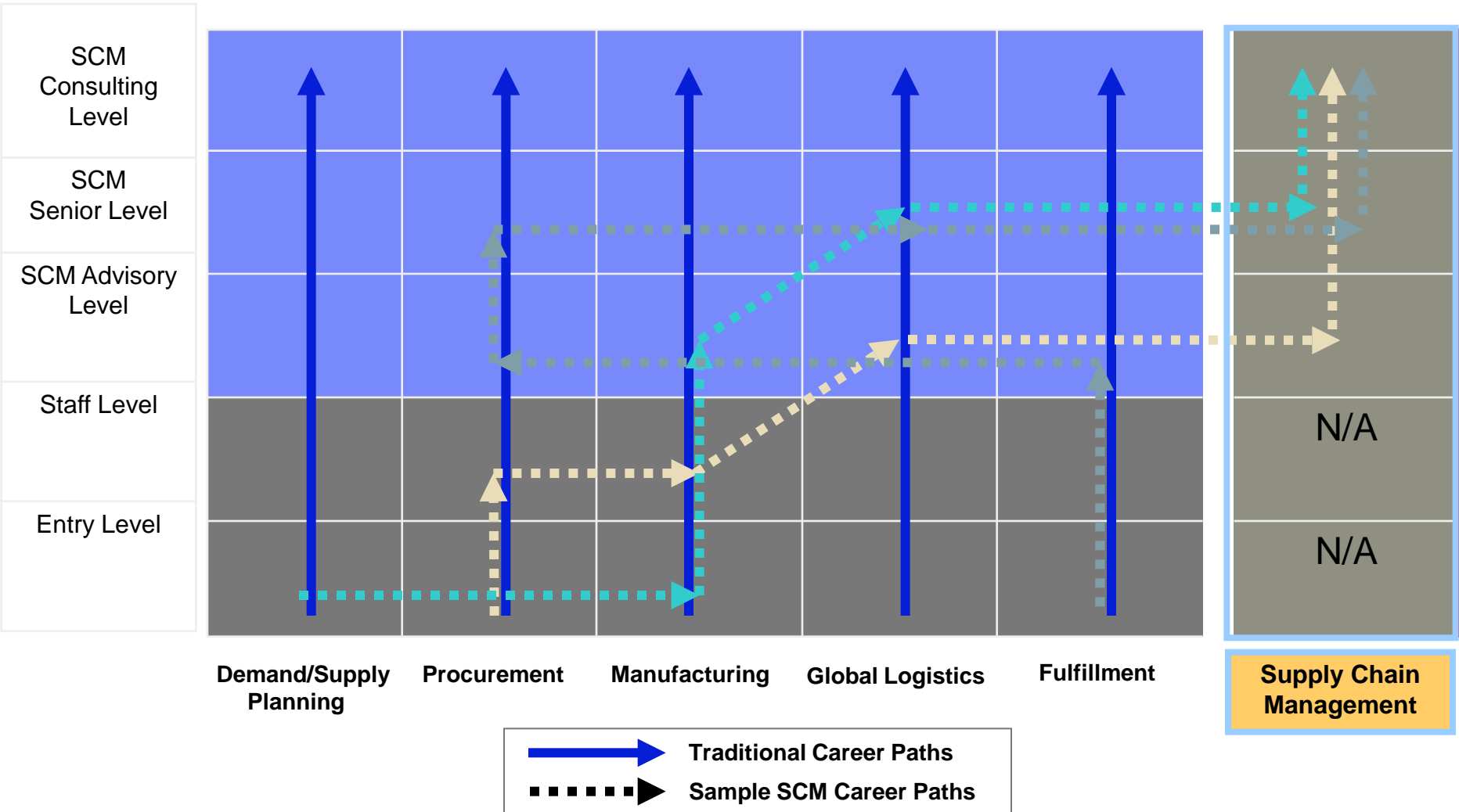
- Broad campus initiative
  - College of Agriculture
  - College of Engineering
  - College of Veterinary Medicine
  - Eli Broad College of Business/Department of Supply Chain Management
  - School of Agriculture
  - School of Criminal Justice
- Primary industry focus
  - Food
  - Pharmaceuticals

- Supporting organizations
  - Coca-Cola
  - ConAgra Foods
  - Darden Foods
  - Dow Chemical
  - Kellogg
  - Walmart\*

# Traditional Career Path: Functional Depth



# CROSS FUNCTIONAL SUPPLY CHAIN CAREER PATHS



# Evolving Role of Supply Chain Professionals



**Functions**

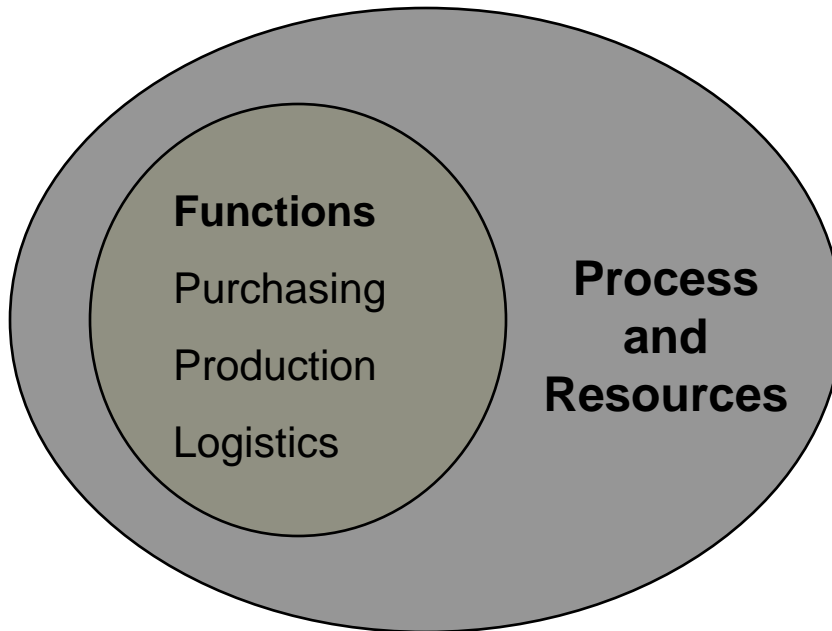
Purchasing

Production

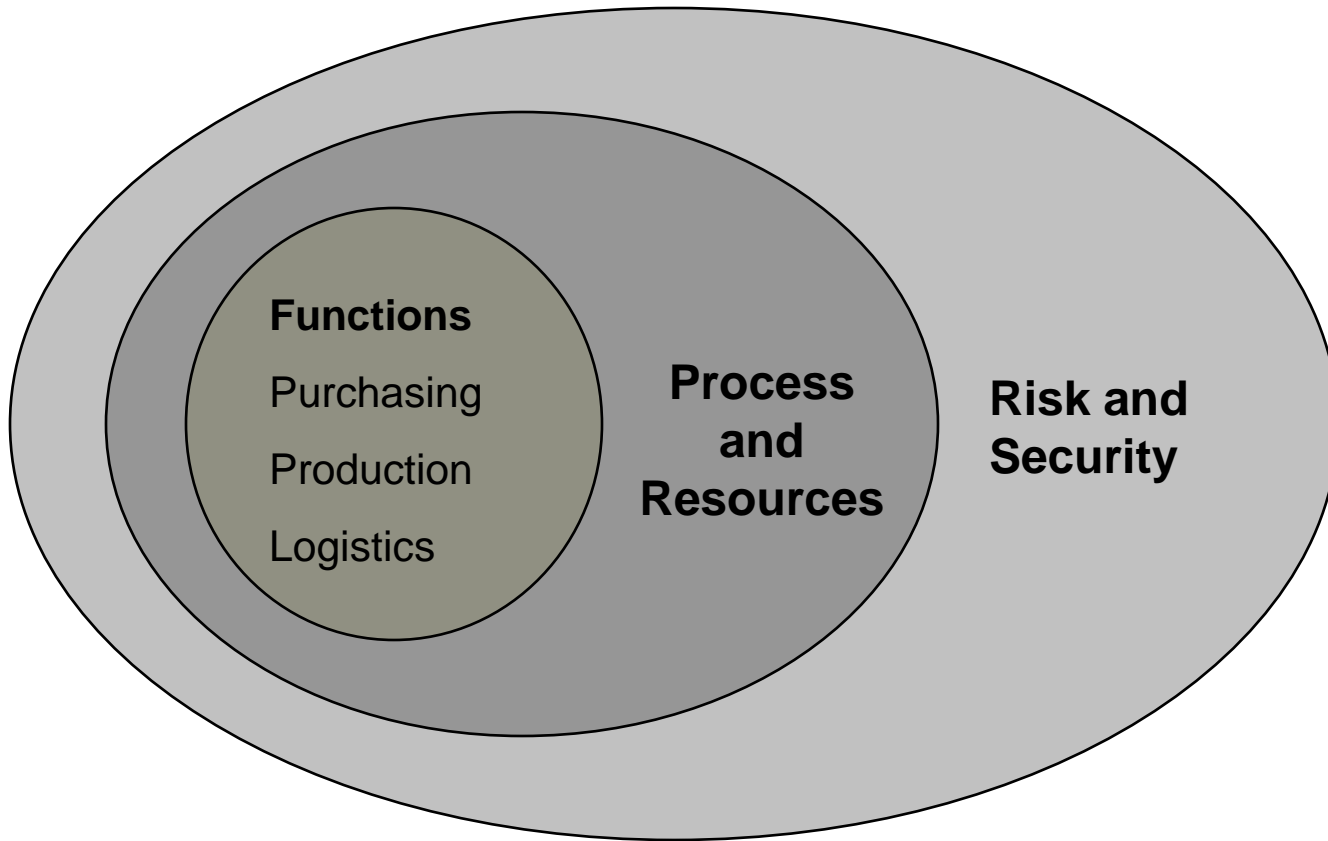
Logistics



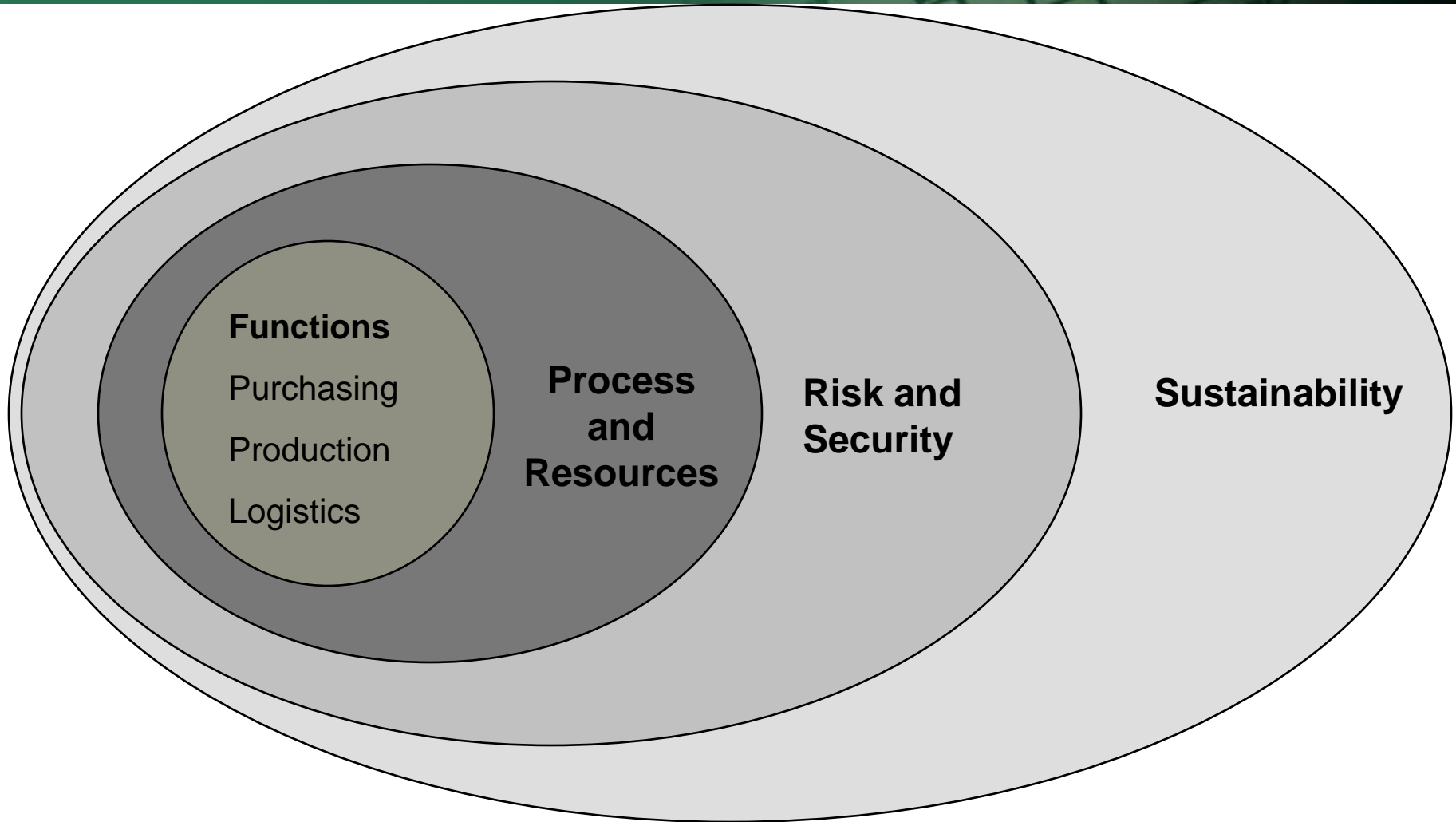
# Evolving Role of Supply Chain Professionals



# Evolving Role of Supply Chain Professionals



# Evolving Role of Supply Chain Professionals



# Conclusions

- The global demand for supply chain expertise is increasing particularly from developing regions.
- Supply chain expertise is in increasing demand outside of core business disciplines to manage processes and resources.
- MSU Administration views SCM Program as a core competency.
- In an era of decreasing Federal and State resources, the traditional SCM entrepreneurial activities involving Executive Education and collaboration with industry are increasingly important.