

**upGrad** + **TALENTEEDGE**



Executive Development Programs  
Broad College of Business  
MICHIGAN STATE UNIVERSITY

GLOBAL MASTER CERTIFICATE IN INTEGRATED

# SUPPLY CHAIN MANAGEMENT

6 MONTHS





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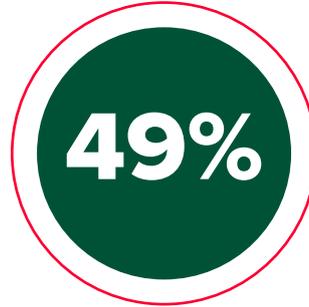


# WHY SUPPLY CHAIN MANAGEMENT?

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**OF SUPPLY CHAIN**  
leaders say finding and hiring qualified workers is their top challenge.\*



**OF SUPPLY CHAIN**  
leaders consider strategic thinking and problem solving to be the most critical skill sets for supply chain innovation.\*

When a business lacks customers, it directly indicates a decline in the income inflow for any business. To be competitive in today's market, a businessperson has to ensure that from raw materials to distribution, each and every aspect is in place, that's the only way businesses can compete in today's global marketplace. This Supply Chain Management program enables you to gain an integrated view of procurement, operations and logistics management, while also teaching you to manage the flow of products from sourcing and acquisition through delivery to every customer. You'll also learn how to develop, execute and manage a comprehensive logistics and distribution strategy.

To dig deep, identify the characteristics and objectives of inventory, transportation, warehousing and material handling. The design and management of movement, storage and flow of goods, services, and related information are critical to the success of businesses across industries. Supply chain helps a business improve, enabling it to drive the competitive advantage, reducing operational costs, boosting customer service and improving financial position.

Supply chain management also plays a critical role in society. Its knowledge and capabilities can be used to support medical missions, conduct disaster relief operations, and handle other types of emergencies. Supply chain management helps personnel diagnose problems, creatively work around disruptions, and figure out how to move essential products to people in need as efficiently as possible.

\*The 2018 MHI Annual Industry Report - Overcoming Barriers to NextGen Supply Chain Innovating the Digital Mindset

# ABOUT MICHIGAN STATE UNIVERSITY



MSU looks at supply chain management from end-to-end, which contributes to its dominance in this market. For the fourth consecutive year, **Michigan State University is ranked #1** by U.S. News & World Report for **Best Supply Chain/Logistics Graduate Degree Programs (2018 - 2022)**.



MSU is one of the **top 80 universities** in the world, according to the Times Higher Education World Reputation Rankings 2020.



MSU is ranked **32<sup>nd</sup> among the nation's public universities in U.S.** News & World Report's 2021 Edition of America's Best Colleges.



MSU is accredited by the Higher Learning Commission and the **Association to Advance Collegiate Schools of Business (AACSB)**.



# ABOUT THE GLOBAL MASTER CERTIFICATE IN INTEGRATED SUPPLY CHAIN MANAGEMENT

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We are pleased to announce the launch of the Global Master Certificate in Integrated Supply Chain Management. The program is specifically designed for individuals from the field of Procurement, Logistics, Merchandising, Distribution and Manufacturing, and will help them upskill in the growing area of Integrated Supply Chain Management and become industry-ready.

Learners enrolled in the program will gain an integrated view of procurement, operations and logistics management. It will help them determine the best supply chain design for their operations, helping them drive competitive advantage with a strategic approach to integrated logistics. This program is designed by world-class faculty from Michigan State University's Eli Broad College of Business, ranked #1 for Supply Chain/Logistics Graduate Degree Programs by U.S. News & World Report (2018-2021), and renowned industry experts, taking into account the latest requirements and projects in the current technology-driven world.

The program is designed in such a manner that it gives the learner a blend of learning in terms of theory, concepts and video lectures. MSU's state-of-the-art, video-based lectures enable you to gain expertise in Supply Chain Management and Logistics from the convenience of your home. All instruction and assignments are completed 100% online. The learners also get to choose between two electives that they can opt for in their final 8-week course.

The online faculty support format is an excellent way to meet, collaborate and network with professionals from across the nation and around the world. Online faculty support offers extended interaction with the faculty members and classmates through virtual office hours, faculty-monitored chat rooms, discussion boards and email, ensuring an engaging and rewarding educational experience. In fact, many learners will find that they are learning, participating and enjoying themselves more in this online program than they ever did in a traditional classroom.

Further, a strong industry presence, the credibility of the Global Master Certificate and the career services from upGrad will provide learners with the right push to accelerate their careers.

# ABOUT UPGRAD

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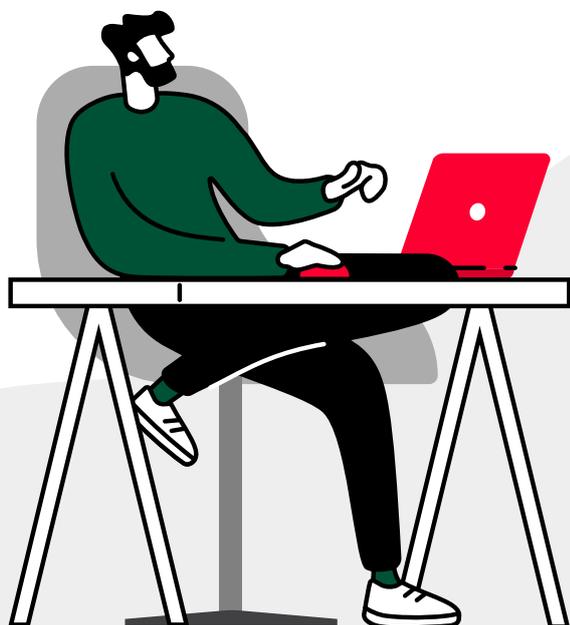
## India's largest online higher education company

**upGrad** is India's largest online higher education company. Founded in early 2015, upGrad has onboarded over 53K paid learners and impacted more than half a million individuals globally, within a short span of 5 years.

**upGrad** provides online programs in the areas of Data Science, Machine Learning and AI, Technology, Management and Law to college students, working professionals and enterprises. These programs are designed and delivered in collaboration with top-notch universities like Michigan State University, IIT Madras, IIIT Bangalore, O.P. Jindal Global University, MICA, NMIMS Global Access, Duke CE, Deakin University, Liverpool John Moores University and others.

With an 85% program completion rate, robust tech platform, outcome-based learning approach, industry-relevant curriculum, finest university credentials, strong mentorship, and steadfast career support, upGrad has established its position as the leader in the Indian education system.

The company has been awarded the title of 'Best Tech for Education' by IAMAI in 2019. upGrad received the 'Best Education Brands' award by Economic Times in 2018, Most Innovative Companies in India' by Fast Company in 2017 and has been ranked as the #1 startup by LinkedIn in its top startups in India list.





Based on our market research and conversation with the industry, we have identified Supply Chain Management as one of the sectors with critical demand supply imbalance in terms of quality Integrated Supply Chain Management professionals available in the market. Our vision is to design and deliver the best in class Global Master Certificate program in Supply Chain Management to empower professionals to take up the next generation technology-driven roles in top IT, Tech, E-commerce, Product and Services Firms.

“

**Our aim is simple:  
We strive to create  
high-impact, hands-on  
experiences that prepare  
students for meaningful and  
productive careers.**

”



**Ronnie Screwvala**

Co-Founder & Executive Chairman

upGrad

# WHO IS THIS PROGRAM FOR?



## FOUNDATIONALISTS

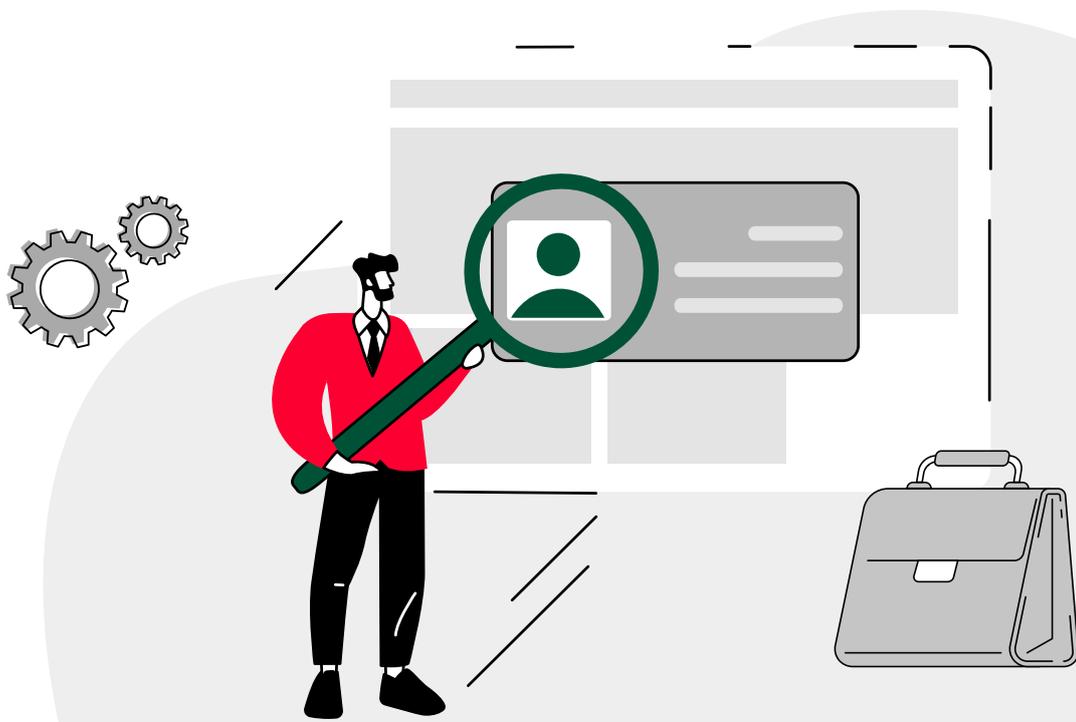
Professionals early on in their career within the logistics and supply chain management field, who want a more specialised or specific role focusing upon just one aspect of supply chain management.

## PURCHASING/SOURCING PROFESSIONALS

Experienced supply chain professionals looking to transition themselves within their current organisations. This program will help them develop skills and knowledge to optimise their department, giving them a competitive edge to take their careers forward.

## LOGISTICS PROFESSIONALS

Professionals who've been working in the logistics sector and are at the mid-stage of their career who want to grow and develop a versatile skill set that continuously evolves with the industry.





# KEY LEARNINGS

## Key Learnings from the Global Master Certificate in Integrated Supply Chain Management



Successful integration, procurement, operations and logistics management.



Implement the best supply chain design for your organisation.



Achieve significant and efficient logistical operations through your market distribution strategy development, implementation and management.



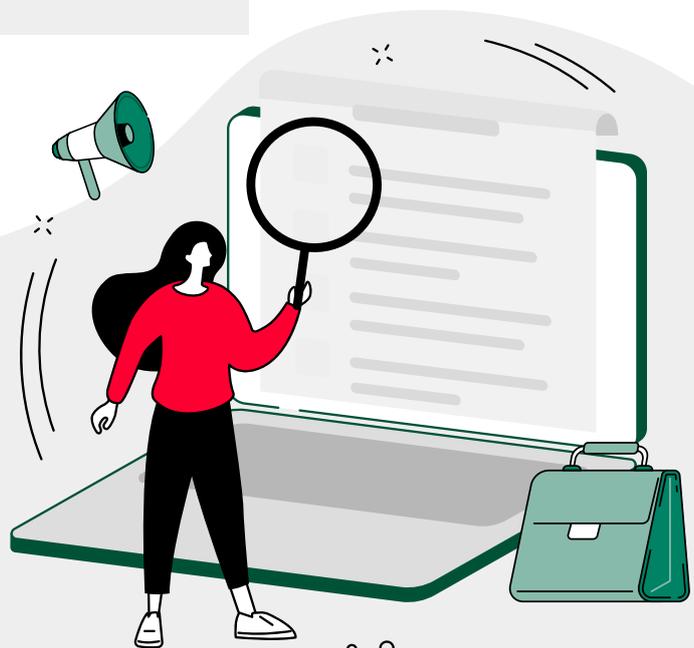
Analyse types of power and resolve conflict in your channels.



Evaluate and select the appropriate channel structure(s) based on cost and profitability.



Drive your competitive advantage with a strategic approach to integrated logistics.





# WHY GLOBAL MASTER CERTIFICATE IN INTEGRATED SUPPLY CHAIN MANAGEMENT?

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## Learn From A Top-Ranked Business School

MSU Eli Broad College of Business is one of the Top Ranked Business Schools by U.S. News & World Report for 2021.



## Cutting-Edge Curriculum

Cutting-edge curriculum developed by the professors. Learners also get to choose amongst electives for the final 8 weeks.



## 100% Online Program

Upgrade yourself through a fully online course, without disturbing your current professional and personal life.



## Dedicated Career Assistance

Receive 360-degree career support in the form of mock interviews, resume building, job fairs, career mentors and much more.



## World Class Faculty Members

Learn from the faculty members of Michigan State University.



## Certificate Earned for Each Course

Participants will receive a digital certificate upon completion of 3 courses. Participants can also take courses individually and will earn a certificate of completion.



## Global Master Certificate from Michigan State University

Earn a certificate from Michigan State University on successful completion of three courses.

# CAREER SUPPORT OFFERED BY UPGRAD



## Job Assistance

Get an opportunity to interview for upGrad's 300+ hiring partners with upGrad Career Fairs & more.



## Resume Feedback

Obtain specific, personalised inputs on your resume structure and content.



## Career Counselling

Get personalised career paths traced by experts to ascertain the best opportunities.



## Interview Preparation

Get 2 mock interview sessions with hiring managers and receive detailed feedback.



# LEARN FROM FACULTY



## DAVID J. FRAYER

**Ph.D. in Marketing, Logistics and International Business (Michigan State University)**

**M.B.A. in Marketing (Michigan State University.)**

**B.A. (Michigan State University)**

Dr. Frayer is Assistant Dean for Outreach and Engagement within The Eli Broad College of Business Executive Development Programs at Michigan State University, where he leads a group responsible for design, development and delivery of executive and professional education programs and two executive education and corporate learning facilities (The James B. Henry Center for Executive Development in Lansing, Michigan and the Management Education Center in Troy, Michigan). In addition to these responsibilities, Dr. Frayer is a member of the Council of Supply Chain Management Professionals and the Supply Chain Management Council of West Michigan. He facilitates the first course, Supply Chain Management I.



## DAVID J. CLOSS

**Ph.D. (Michigan State University)**

David J. Closs, Ph.D., is the chair emeritus of the Department of Supply Chain Management at MSU and your facilitator for the second course, Supply Chain Management II. He is the author of over 15 books and more than 150 articles, and he has taught logistics and supply chain management in five continents. He has also consulted for hundreds of global companies in many industries. Dr. Closs was editor of the Journal of Business Logistics and a member of the APICS board of directors. He is a member of the State of Michigan Commission for Logistics and Supply Chain Collaboration and the Department of Commerce Advisory Committee on Supply Chain Competitiveness.



## **SUSAN (SUE) MAKAROV**

**B.A. in Supply Chain Management  
(Michigan State University)**

Susan (Sue) facilitates the course Integrated Logistics Strategy in The Eli Broad College of Business. Susan brings with her 35 years of supply chain experience with General Mills. Her background includes 10 years in field operations, such as customer logistics, distribution centre management, and plant logistics management. At the corporate level, she held various managerial and directorial roles in information systems, logistics planning, supply chain strategy, and retail display purchasing and assembly operations.



## **TOBIAS SCHOENHERR**

**Ph.D. in Operations Management and Decision Sciences  
(Indiana University)**

**M.B.A. (Indiana University)**

**B.Sc. (Indiana University)**

Tobias Schoenherr facilitates the course in Strategic Sourcing. Recently ranked to be among the Top 10 thoughts leaders worldwide in supply chain management research, he is an internationally renowned and award-winning scholar and teacher focusing on the area of sourcing, with a particular interest in buyer-supplier relationships. He has published more than 55 papers in peer-reviewed academic journals, such as the Journal of Operations Management, Production and Operations Management, Management Science, Decision Sciences, the Journal of Business Logistics, and the Journal of Marketing Research. He further received the 2017 Jack Meredith Best Paper Award for the best paper published in the Journal of Operations Management during the prior five years. Besides, Dr. Schoenherr received several recognitions for his teaching excellence, such as MSU's Lilly Teaching Fellowship, the Richard J. Lewis Quality of Excellence Award and the Michigan Campus Compact Faculty/Staff Community Service-Learning Award.



# PROGRAM CURRICULUM

**Eligibility:**  
No entry barriers

**Duration:**  
24 Weeks | 6 Months

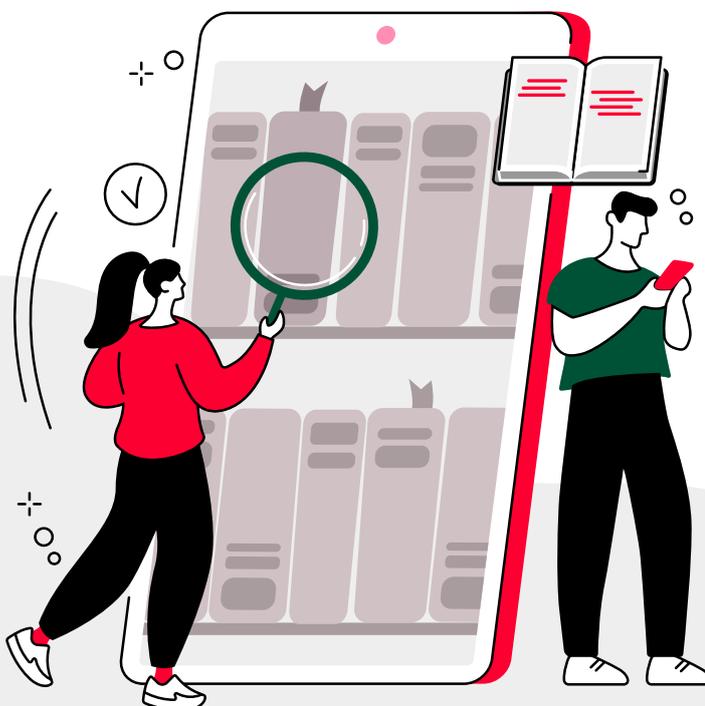
Course No. SCMC870-1

## SUPPLY CHAIN MANAGEMENT I

8 WEEKS

Supply chain management involves directing the flow of consumer and industrial goods -from procurement of raw materials to production operations, to delivery. Supply chain management addresses both products and services. In this course, we explore the scope, planning, and application of supply chain management and identify the significant components of technologies that lead to innovation.

- Module 1: Introduction to Supply Chain Management
- Module 2: Supply Chain Value and Processes
- Module 3: Customer Service Overview
- Module 4: Business Models and Sourcing Overview
- Module 5: Manufacturing and Integrated Planning
- Module 6: Forecasting and Woodmere Case
- Module 7: Advanced Planning and Scheduling (APS) Overview
- Module 8: Supply Chain Globalisation





Course No. SCMC870-2

## SUPPLY CHAIN MANAGEMENT II

8 WEEKS

Building on concepts from the Supply Chain Management I course, we discuss how to determine and orchestrate supply chain processes and integrate and manage supply chain design. We also apply supply chain management principles to the service sector and examine strategic performance measurements.

- Module 1: Inventory, Transportation, and Warehousing
- Module 2: Supply Chain Design
- Module 3: Operational, Financial, and Performance Measurement
- Module 4: Assignment - Cooper Processing Company
- Module 5: Assignment - Marks & Spencer
- Module 6: Supply Chain Risk Management
- Module 7: Supply Chain Outsourcing and Spares
- Module 8: Supply Chain Organisation and Trends

Course No. SCMC876

## INTEGRATED LOGISTICS STRATEGY

8 WEEKS

This course focuses on the integration of logistics across areas, including customer service, distribution operations, purchasing, and the operation of transportation services. Topics include customer service operations, order processing, warehouse facility design and operations, carrier selection, transportation costing, third-party logistics suppliers, and supply chain strategy.

- Module 1: Logistics' Role in 21st Century Supply Chains
- Module 2: Customer Relationship Management and Logistics Outsourcing
- Module 3: Order Management and RFID Applications in Supply Chain
- Module 4: Inventory Management and the Financial Implications of Inventory
- Module 5: Warehouse Management I
- Module 6: Warehouse Management II
- Module 7: Transportation
- Module 8: Network Design - System Integration



# STRATEGIC SOURCING 8 WEEKS

Strategic sourcing has never been more impactful in enabling a company to differentiate itself and to achieve competitive success. In this course, we will examine the strategic and operational roles played by strategic sourcing and how purchasing can contribute to a company's competitive differentiation. As such, strategic sourcing is all about the strategic management of a firm's supplier portfolio, the leveraging of supplier capabilities, supplier collaboration, and the building of relationships. Strategic sourcing requires skill and intuition, emotional intelligence and empathy, to get the most out of strategic sourcing. This course will equip you with the philosophy, mindset and attitude needed to advance a company's vision and mission through the power of strategic sourcing.

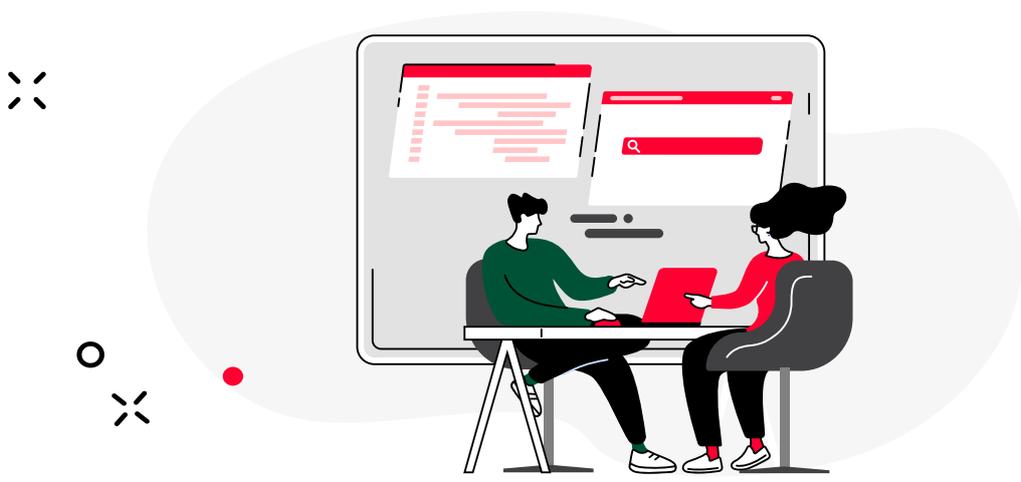
- Module 1: Setting the Stage
- Module 2: Organisational Structure and the Purchasing Process
- Module 3: Category Management
- Module 4: Supplier Evaluation and Selection
- Module 5: Negotiations, Legal Issues, and Ethics
- Module 6: Supplier Performance Management and Cost Management
- Module 7: Risk Management and Global Sourcing
- Module 8: Electronic Sourcing

**\*\*Note:**

- SCMC876 & SCMC886 are electives.
- Learner can select one elective Integrated Logistic Strategy or Strategic Sourcing, as per his / her interest.
- The curriculum is subject to change as per the inputs from the university.

For all the courses students would require :

- Internet connection (DSL, LAN, or cable connection desirable)
- Access to Canvas (Additional reference reading material required for the courses would be provided to the learners on the canvas platform)
- Read content, watch videos, and complete assignments
- Microsoft Excel



# CERTIFICATE FROM MICHIGAN STATE UNIVERSITY

On Successful Completion of the Program





# UPGRAD

## CAREER TRANSITION SUMMARY

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# ADMISSION PROCESS DETAILS:

## PROGRAM START DATE

Please refer to the website

## PROGRAM DURATION & FORMAT

6 months | Online

## ELIGIBILITY

No entry barriers

## TIME COMMITMENT

8-10 hrs/week

## TUITION FEE

₹1,85,000 (inclusive of taxes)

## SELECTION PROCESS



Note: Applications received after the last date of admission will be considered for the next batch.

## For further details, contact:

✉ enquiry.dtd@talentedge.in

☎ +91-8882899557

**upGrad**

### COMPANY INFORMATION

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**TALENTEDGE**

### COMPANY INFORMATION

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Sector 32, Gurgaon-122001