

Conference Agenda

Wednesday, February 23rd

6:00 PM **Reception, Meet and Greet**
DoubleTree Hotel, All attendees are invited

Thursday, February 24th

6:30 AM Hotel Restaurant Opens for Breakfast (included with hotel stay)
7:15 AM First Bus will depart DoubleTree Hotel for UT Dallas campus and School of Management
7:45 AM Second Bus will depart DoubleTree Hotel for UT Dallas campus and School of Management

8:00 AM **Conference Registration, Networking, Coffee and Refreshments**

8:30 AM **Welcome and Opening Remarks**
Dr Hasan Pirkul, *Dean, UT Dallas School of Management*

8:45 AM Conference Overview and Agenda Review
Dr Shawn Alborz, *Director of OM/SCM Programs, UT Dallas School of Management*

9:00 AM **Opening Keynote Presentation – Innovations in Supply Chain**
Steve Clampett, *President, Sabre Airline Solutions*

9:45 AM Refreshment Break

10:30 AM **Industry Panel Discussion (Accenture, Mary Kay, Nokia, PepsiCo, Honeywell, BNSF, ATT, Fossil)**
Topics: Recent Supply Chain Shifts & Changes, Changes That Need to be Reflected into Supply Chain Curriculum and Future Skill Set Required by Industry
Ajay Pol, *Management Consulting Supply Chain, Accenture*
Mia McCown, *Director of Operations, Mary Kay*
PS Subramaniam, *Sr Operations Manager, Nokia*
Dr Sanjay Mehta, *Sr Manager, Business Information Solutions, PepsiCo*
Stephen Walker, *Director of Operations, Honeywell*
Rick Margl, *AVP Carload Equipment, BNSF*
Sean Van Ausdall, *AVP Network Services Contracting, AT&T*
Steve Street, *Sr VP Planning & Inventory Mgmt, Fossil*

11:45 PM **Lunch - Executive Dining Room**

- 1:00 PM **Managing New Students' Expectations**
Dr Monica Powell, Associate Dean, *UT Dallas School of Management*
- 1:30 PM **Panel Discussion – Innovative Methods to Grow Enrollment During Challenging Times**
Dr Michele Pfund, Director, *Undergraduate Program, Arizona State University*
Dr Kathryn Dobie, Director, *Transportation Institute, North Carolina A&T State University*
Joy Dietz, Director, *MS Programs, Purdue University*
Dr Powell Robinson, Department Head, *Texas A&M University*
- 2:30 PM Refreshment Break
- 2:45 PM **Panel Discussion – Innovative Methods in Curriculum Development, Online Programs & Assessment (AACSB)**
Dr Charles Sox, Director, *OM Programs, University of Alabama*
Dr Anthony Ross, Director, *Supply Chain Initiatives, University of Wisconsin – Milwaukee*
Dr Wendell Gilland, Director, *SC Concentration, University of North - Carolina at Chapel Hill*
- 3:45 PM Refreshment Break
- 4:00 PM **Panel Discussion – Innovative Methods In Building & Managing a SC Center**
Mr. Joel Sutherland, Managing Director, *Center for Value Chain Research, Lehigh University*
Mary Pilotte, Managing Director, *Global SCM Initiatives, Purdue University*
Dr Carrie Kemmer, Director, *Supply & Value Chain Center, Texas Christian University*
Ms Diana Busler, Manager, *SCM Center of Excellence, University of Texas at Austin*
Dr Lamar Johnson, Executive Director, *CCIMS & Sr. Associate Director, SCM Center of Excellence, University of Texas at Austin*
- 4:45 PM **Closure/Report Out**
- 5:00 PM Buses depart from UT Dallas Campus for Hotel
- 6:15 PM Buses depart from Hotel for the TEXAS GALA DINNER (Western attire suitable)
- 6:45 PM Dinner at the **Frontiers of Flight Museum** in the heart of Dallas. Relax and reconnect with colleagues at this unique reception with Texan music and entertainment

9:45 PM Buses depart from Frontiers of Flight Museum for Hotel

Friday February 25th

6:30 AM Hotel Restaurant Opens for Breakfast (Note: check-out is noon)
7:45 AM First Bus will depart DoubleTree Hotel for UT Dallas Campus (Travelers departing campus before noon to go to DFW International Airport should bring their luggage. Hotel will store luggage for those taking 2 PM bus to DFW International Airport.

8:00 AM Second Bus will depart DoubleTree Hotel for UT Dallas Campus (Travelers departing campus before noon to go to DFW International Airport should bring their luggage. Hotel will store luggage for those taking 2 PM bus to DFW International Airport.

8:00 AM Conference Networking, Coffee and Refreshments

8:30 AM **University and Industry Ranking**
Dana Stiffler, *Managing Vice President, Gartner Supply Chain (formerly AMR Research)*

9:30 AM **Panel Discussion – Innovative Methods in Building Marketable Certificate Programs**
Dr Vindol Lall, *Professor, Minnesota State University – Moorhead*
Dr Gene Tyworth, *Department Chair, Supply Chain & Information Systems, Penn State University*

10:30 AM Refreshment Break

10:45 AM **Panel Discussion – Innovative Methods in Building Industry Relationships & Program Marketing**
Mr Eric Olson, *MSCM Program Manager, University of Michigan*
Dr Anthony Ross, *Director, Supply Chain Initiatives, University of Wisconsin – Milwaukee*
Dr Qing Hu, *Chair and Dean's Professor, Iowa State University*

11:30 AM **Closure and Next Steps**

12:00 AM Lunch boxes available for everyone to pickup
12:15 PM Bus will depart from UT Dallas Campus for DFW International Airport
1:15 PM Bus will depart from UT Dallas Campus for DoubleTree Hotel
1:30 PM Bus will depart from DoubleTree Hotel for DFW International Airport
(Note: this departure time is subject to change)

List of Attendees



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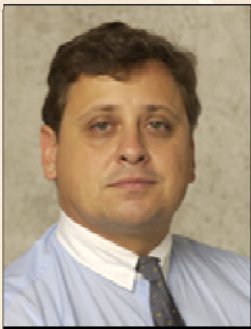
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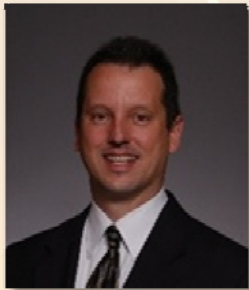
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Industry Panel Discussion Members

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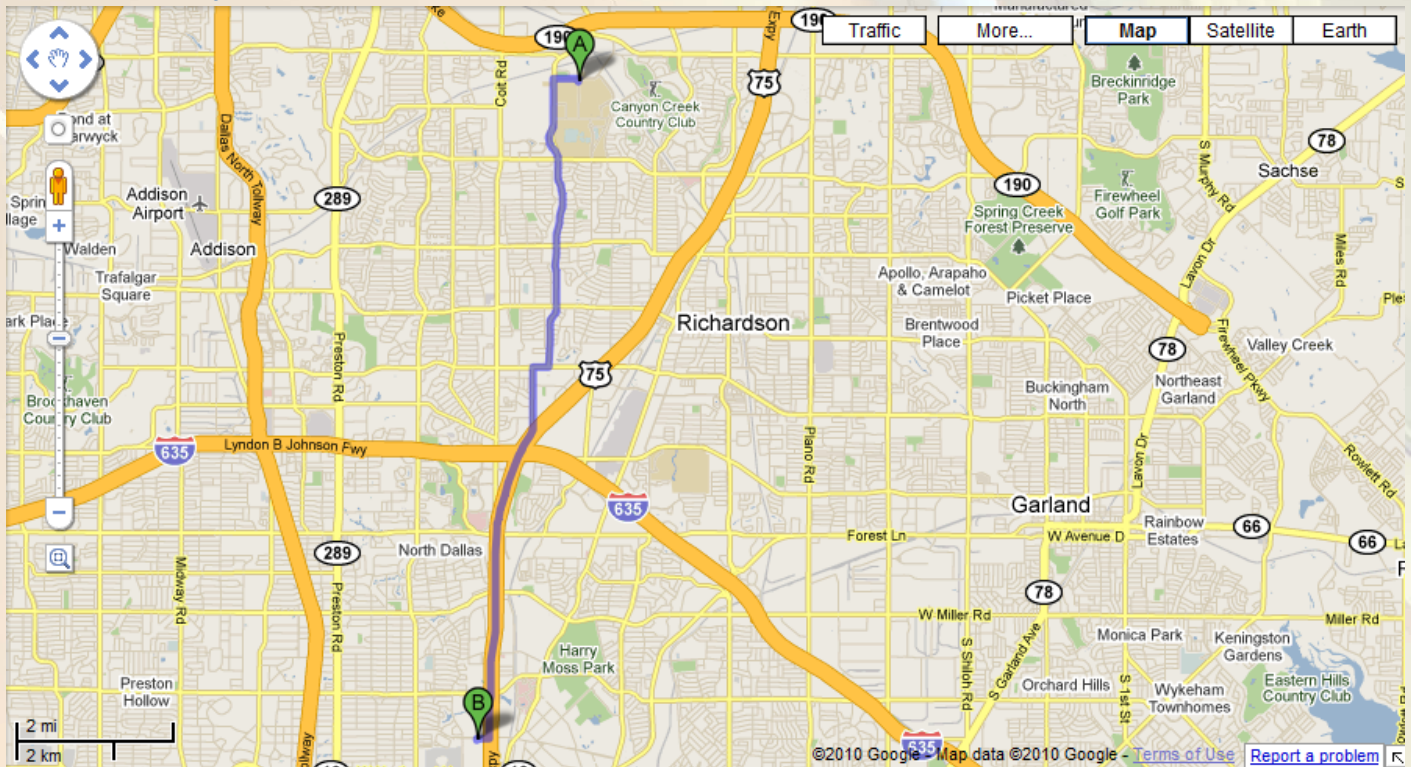
469-585-5655

mani.v-g-s@nokia.com

North Park Mall

Maps and Directions

From University of Texas at Dallas:

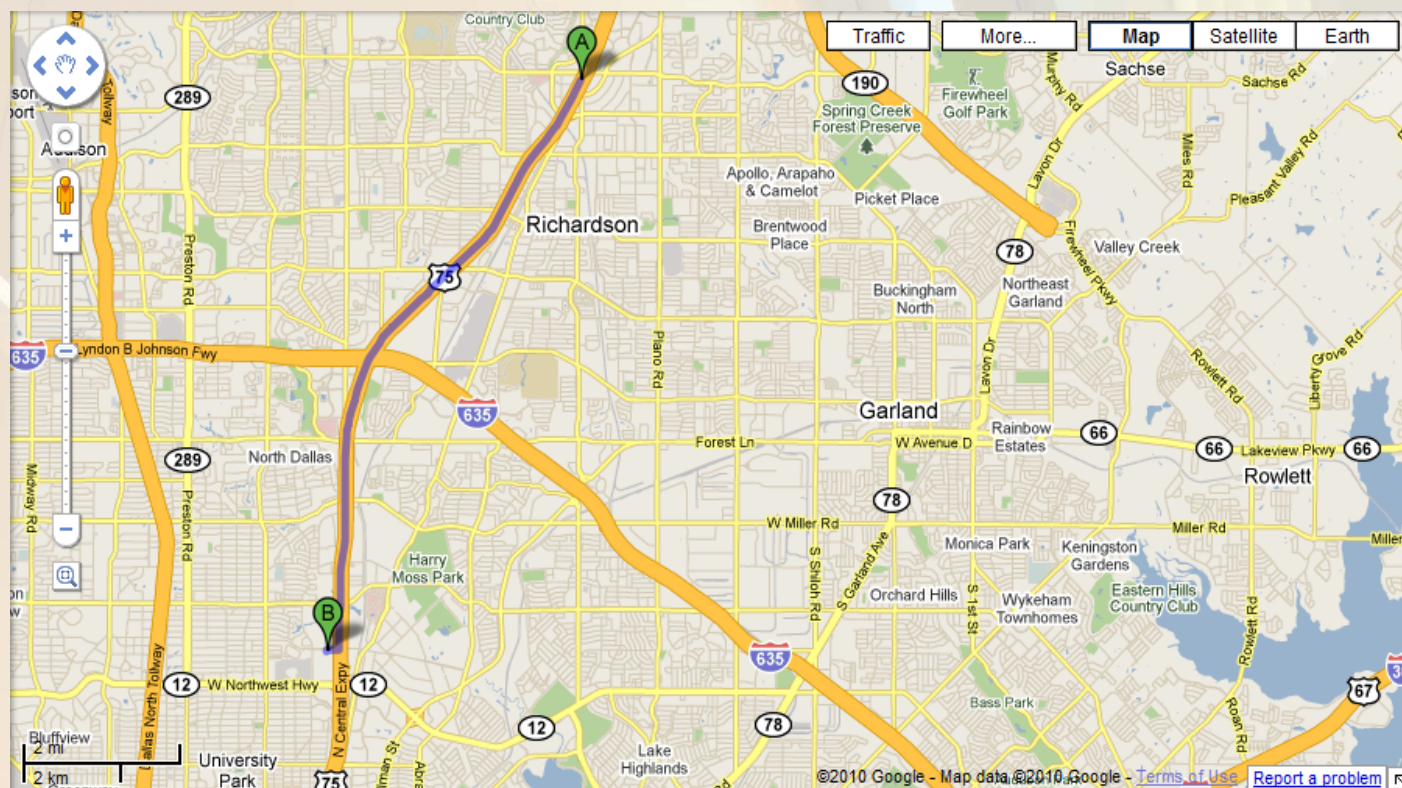


A 800 W Campbell Rd
Richardson, TX 75080

1. Head **north** on **Rutford Ave** toward **Synergy Park Blvd** 194 ft
2. Turn **left** at **Synergy Park Blvd** 0.3 mi
3. Turn **left** at **Waterview Pkwy** 1.1 mi
4. Continue onto **N Waterview Dr** 2.7 mi
5. Turn **right** at **Spring Valley Rd** 0.2 mi
6. Turn **left** at **Maham Rd** 0.8 mi
7. Slight **right** at **N Central Expy** 272 ft
8. Take the ramp on the **left** onto **US-75 S** 3.3 mi
9. Take exit **5B** toward **Park Ln/Northpark Blvd** 0.4 mi
10. Merge onto **N Central Expy/W Service Rd** 0.3 mi
11. Turn **right** at **Park Ln** 0.2 mi
12. Turn **left** 112 ft

B North Park Center
8687 N Central Expy
Dallas, TX 75231

From DoubleTree Hotel:



A DoubleTree Dallas/Richardson
1981 North Central Expressway
Richardson, TX 75080

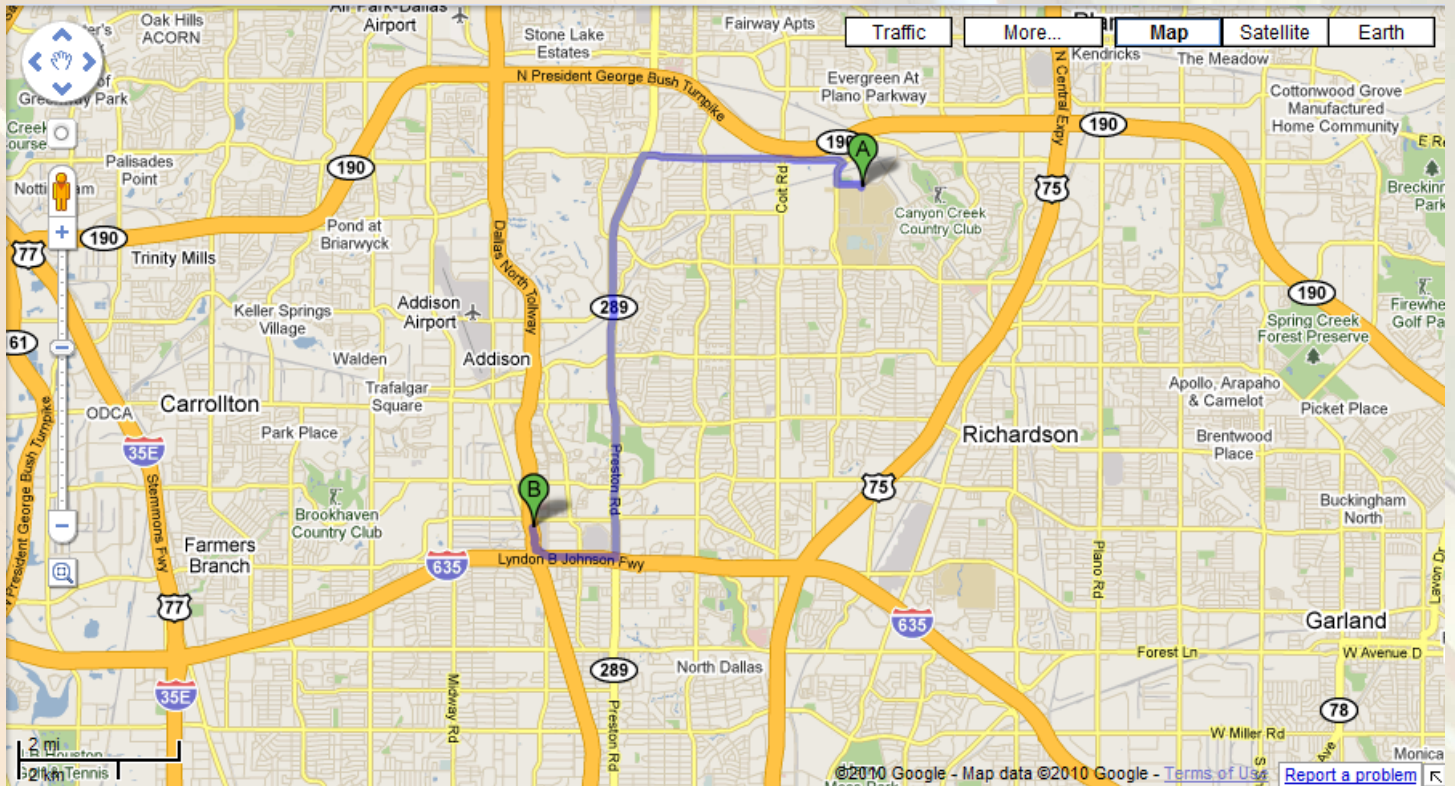
1. Head **southwest** on **N Central Expy** toward **Municipal Dr** 0.8 mi
2. Take the ramp on the **left** onto **US-75 S** 6.7 mi
3. Take exit **5B** toward **Park Ln/Northpark Blvd** 0.4 mi
4. Merge onto **N Central Expy/W Service Rd** 0.3 mi
5. Turn **right** at **Park Ln** 0.2 mi
6. Turn **left** 112 ft

B North Park Center
8687 N Central Expy
Dallas, TX 75231

Galleria Mall

Maps and Directions

From University of Texas at Dallas:

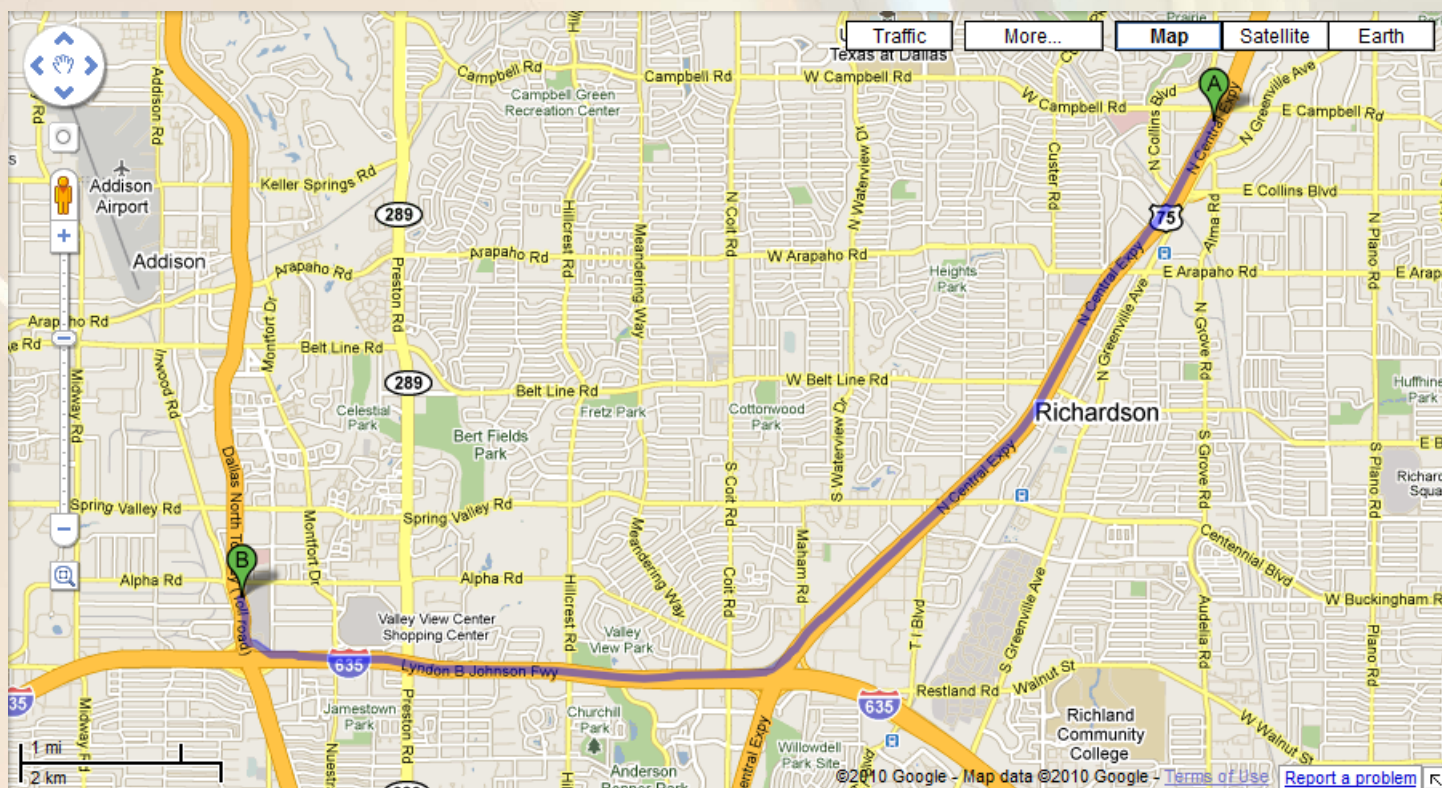


A 800 W Campbell Rd
Richardson, TX 75080

1. Head **north** on **Rutford Ave** toward **Synergy Park Blvd** 194 ft
2. Turn **left** at **Synergy Park Blvd** 0.3 mi
3. Take the 2nd **right** onto **Waterview Pkwy** 0.3 mi
4. Turn **left** at **Frankford Rd** 2.5 mi
5. Turn **left** at **Preston Rd** 5.1 mi
6. Turn **right** at **Lyndon B Johnson Fwy** 1.0 mi
7. Turn **right** at **Dallas Pkwy** 0.3 mi
Destination will be on the right

B Galleria Dallas
13350 Dallas Pkwy
Dallas, TX 75240

From DoubleTree Hotel:



A 800 W Campbell Rd
Richardson, TX 75080

1. Head north on Rutford Ave toward Synergy Park Blvd 194 ft
2. Turn left at Synergy Park Blvd 0.3 mi
3. Take the 2nd right onto Waterview Pkwy 0.3 mi
4. Turn left at Frankford Rd 2.5 mi
5. Turn left at Preston Rd 5.1 mi
6. Turn right at Lyndon B Johnson Fwy 1.0 mi
7. Turn right at Dallas Pkwy 0.3 mi
Destination will be on the right

B Galleria Dallas
13350 Dallas Pkwy
Dallas, TX 75240



Stephen M. Clampett

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Sabre Airline Solutions

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Stephen M. Clampett is president of Airline Products and Solutions for Sabre Airline Solutions. In this role, Clampett leads the marketing, development and integration of core airline solutions for Sabre Airline Solutions clients worldwide. The organization focuses on solutions in areas such as reservations, flight scheduling, crew management, flight operations, pricing, revenue management, cargo, revenue accounting, and maintenance and engineering.

Previously, Clampett has held other senior management positions at Sabre Holdings including president of the Airline Products and Services business unit and senior vice president of Sabre Airline Solutions where he managed 1,600 computer science, operations research, industrial engineering and subject-matter professionals in building, implementing, maintaining and integrating a portfolio of airline solution software products.

Clampett began his career at Ford Motor Co. He later joined American Airlines in 1982 as an operations research analyst. He then became vice president of American Airlines Decision Technologies, a wholly owned AMR subsidiary. Clampett has a master's degree in industrial administration from Purdue University and Master's and Bachelor's degrees in applied Mathematics from the University of Missouri.

In addition to being a member of the Institute for Operations Research and the Management Sciences (INFORMS), Clampett belongs to the Airline Group of the International Federation of Operational Research Societies (AGIFORS).

Welcome

Dear Supply Chain and Operations Management Friends,

On behalf of the UT Dallas School of Management, Carnegie Mellon University Tepper School of Business and Gartner Supply Chain, I would like to welcome you to Dallas and the inaugural Supply Chain/Operations Management Directors' Conference. This unique conference is specific to SCM/OM administrators, program directors, assistant/associate deans and center directors who are involved in developing and managing different aspects of supply chain programs and curriculum. The goals are to generate new ideas, answer challenges and exchange best-practice solutions. It is a pleasure and honor to host this event, and I hope that your conference experiences will prove useful and meaningful for years to come.

Conference sessions will take place at the School of Management. The building serves 5,000 students each week, with 2,500 at both the undergraduate and graduate levels. Students, faculty and staff consider the School of Management a special place, and I encourage you to explore our facilities.

A Texas public university that is a member of The University of Texas System, UT Dallas recently celebrated its 40th anniversary. Started in 1961 by Texas Instruments as a research center, UT Dallas offers innovative programs in fields as diverse as arts and technology, materials science and engineering, brain science and healthcare management. In its first four decades, UT Dallas has established itself as the leading institution of higher education and research in this area.

Your conference chairs, SOM Operations Management Programs Director Shawn Alborz and Associate Dean Monica Powell, have developed an agenda that is interesting and provocative yet practical, pragmatic and germane to what you do or need to do. You will hear from program directors at different universities and top keynote speakers that have been involved in developing and marketing supply chain programs.

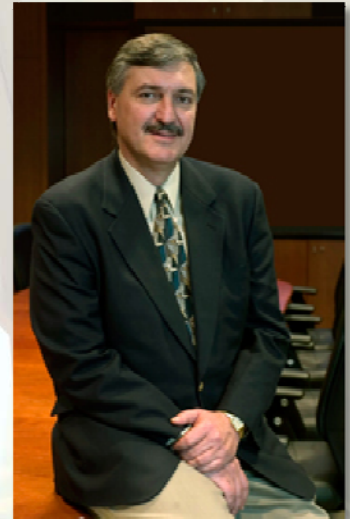
The schedule also includes sessions on how to develop better industry relations, build communities and successfully promote SCM programs, meetings on how to improve undergraduate and graduate curriculums, and opportunities to gain and exchange useful insights and experiences.

On the networking side, the planning team has included many occasions for you to engage with one another, have fun and enjoy Dallas.

I encourage you to take full advantage of this outstanding event. I want you to leave with an invigorated and sustaining view of your efforts. I look forward to meeting many of you personally, and I wish you great success here and in the important work you do in your programs.

Best wishes,

Hasan Pirkul
Dean and Caruth Chair of Management



First Annual Supply Chain *Directors' Conference*

Feb 23-25, 2011

UT Dallas
Carnegie Mellon
Gartner



UT Dallas MS SCM Industry Advisory Board (IAB)



amazon.com



Sabre / Airline Solutions /

NOKIA
Connecting People



at&t

ERICSSON

broadlane

Raytheon



McKESSON
Empowering Healthcare



Honeywell



FUJITSU



PEPSICO

First Annual Supply Chain
Directors' Conference
UT Dallas Feb 23-25, 2011



Carnegie
Mellon
University

Gartner

University of Texas at Dallas



Shawn Alborz, PhD

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House Keeping & Agenda

House Keeping

- ✓ Relax and enjoy what will be a productive event
- ✓ Please work with us to observe agenda/timing
- ✓ Registration area is staffed with students in (BLUE T-shirts) to find an answer for you
- ✓ Coffee & Refreshments, please help yourself
- ✓ Restrooms, outside classroom – to the right

House Keeping

✓ Today Lunch

- ❖ Executive dining room (down the hall to the right)
- ❖ Vegetarian diet, please let us know

✓ Tonight - Texas Gala Dinner

- ❖ Bus will depart SOM at 5 PM for DoubleTree Hotel
- ❖ then, bus will depart hotel at 6:15 PM for the Frontiers of Flight Museum

House Keeping

✓ Tomorrow Lunch

- ❖ Lunch boxes available for pickup

✓ Tomorrow - Airport Transportation (please sign up)

- ❖ 1st bus will depart SOM at 12:15 PM for DFW Airport
- ❖ 2nd bus will depart SOM at 1:15 PM for DoubleTree, then at 1:30 PM for DFW Airport
- ❖ If you fly from Love Field Airport, let us know (we get Taxi)

Keynote Speaker

Steve Clampett

President, Sabre Airline Solutions



Distinguished Industry Participants

- ✓ **Ajay Pol**, *Management Consulting Supply Chain*, **Accenture**
- ✓ **Mia McCown**, *Director of Operations*, **Mary Kay**
- ✓ **PS Subramaniam**, *Sr Operations Manager*, **Nokia**
- ✓ **Mani VGS**, *Logistics Services Development Manager*, **Nokia**
- ✓ **Dr Sanjay Mehta**, *Director, Bus Info Solutions*, **PepsiCo**
- ✓ **Moin Shafai**, *Engineering Manager (ISC)*, **Honeywell**
- ✓ **Rick Margl**, *AVP Carload Equipment*, **BNSF**
- ✓ **Sean Van Ausdall**, *AVP Network Services Contracting*, **AT&T**
- ✓ **Steve Street**, *Sr VP Planning & Inventory Mgmt*, **Fossil**

Industry Panel

1. What are the **innovations or changes** in supply chain management that you would underscore for inclusion into a university's SC curriculum?
2. What would be the required '**skill set**' necessary for candidates to possess for consideration to fill a new position within your company?
3. How open is your organization to hiring **international** students? What can a university do to better prepare the intl. students for internship/employment?

Industry Panel...

4. What is the primary reason, why a 'new hire' within your company's supply chain is not successful?
 - ❖ Inability to multi-task?
 - ❖ Technical skills?
 - ❖ Communication skills?
 - ❖ Quantitative skills?
 - ❖ Lack of the development of formal 'analytical' thought processing?
 - ❖ Inability to manage 'work/life' balance?
5. Within what link of the supply chain are you seeing the fewest qualified candidates?

Industry Panel...

6. Within what link of the supply chain are you seeing the fewest qualified candidates?
7. In terms of the career progression, how long would it take for a new hire (entry-level position) to advance in your organization?
8. Can you speak to the value of certification in career progression within your company or industry?



9. How can a university work with your organization to create a custom program?
10. If you were talking to a student considering SCM as a field of study, what would you tell them about your career that has been the most rewarding?

1:00 PM - Session 1

University of Texas at Dallas



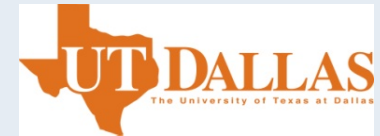
Monica Powell, PhD

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Managing New Students' Expectations

Current Profile

Program	Y/N	Year Started	Fall 2010 Enrollment	Online Degree (Y/N)
BS/BA degree in SCM	N	Expected 2011	N/A	N
BS/BA degree with Concentration in SCM/OM	Y	2003	28	
Masters degree in SCM	Y	2008	52	N
MS/MBA with Concentration in SCM/OM	Y	2004		
PhD with Concentration in SCM/OM	Y	2003		

Area	Y/N	Year Started	Focus Area
SCM Center	Y	2003	<ul style="list-style-type: none"> • To produce groundbreaking PLM/SCM solutions • To provide consultation and information for organizations
Certificate Program <ul style="list-style-type: none"> • Supply Chain Mgmt Certificate • Sourcing Mgmt Certificate • Product Lifecycle Mgmt Certificate • Lean Six Sigma Certificate 	Y Y Y Y	2004 2005 2005 2005	<ul style="list-style-type: none"> • To provide value for industry, solution providers and individuals • To develop SCM consultancy skills • To provide systematic approach to quality improvement, cost reduction and process efficiency
Center Industry Advisory Board	Y	2003	<ul style="list-style-type: none"> • To build closer and stronger relationships
MS SCM Industry Advisory Board	Y	2008	<ul style="list-style-type: none"> • To build an alignment between industry needs and SCM curriculum

New Graduate Students' Expectations

✓ Expectation Research

❖ Objectives

- To understand what students expect from the academic experience prior to matriculation
- To reinforce those expectations that are congruent with the delivery of the program
- To moderate those expectations that might lead to low student satisfaction
- To align the individual students into a single perspective making program administration easier

New Graduate Students' Expectations...

✓ Survey Design and Sample Questions

- ❖ 42 questions
- ❖ Categories included (program, classroom, faculty, post-degree, demographic)
- ❖ I expect to have tutoring/advising/access to labs and tutors for classes I find challenging
- ❖ I expect to study _____ number of hours for each 3 credit hour course.
- ❖ I expect to study what percentage of my time alone
- ❖ I expect to join a student organization
- ❖ I expect the school to communicate with me via social media
- ❖ I expect to check my email for program questions how often

New Graduate Students' Expectations...

✓ Survey Implementation

- ❖ Design the instrument
- ❖ Use the campus survey system or Survey Monkey
- ❖ Include the survey link in the admission's letter ... stating that it is a program requirement to be fulfilled prior to orientation
- ❖ Prepare to respond to the survey feedback
- ❖ Involve other school administrators to help manage the expectations during orientation and provide correction where expectations are flawed

New Graduate Students' Expectations...

✓ What UT Dallas has learned

❖ Lessons Learned

- Expectations of supply chain students are not necessarily congruent with the expectations of other masters programs or MBA students
- Student satisfaction rates can likely be elevated when expectations moderated are moderated from day one
- Aligning the expectation of an entire matriculating group can help bond the group together
- Participation in student organizations will elevate
- Ownership of the career management process can be emphasized from day one because you have the opportunity to address the program's expectations of their individual involvement in the process

New Graduate Students' Expectations...

	<i>UT School of Management 'New Graduate Student' Survey Spring 2011 n=155</i>	MS in Supply Chain Students	SOM Graduate Students Overall
1	Expects course content delivered via some combination of cases, lectures, simulation or group activities.	46%	60%
2	Expects 50% of my teaching faculty to have a PhD.	42%	38%
3	Expects 75% of my teaching faculty to have practical work experience in their area of expertise.	46%	37%
4	Expects some courses delivered online.	47%	29%
5	Expects tutoring, advising and labs for especially challenging courses.	54%	56%
6	Attended an information session to learn more about the program.	48%	38%
7	Expects to be able to use "real issues from work" for papers and assignments.	88%	37%
8	Expects to study 3-5 hours outside of the classroom per 3 credit course.	80%	62%
9	Expects to study a majority of their time alone.	40%	14%
10	Expects their classmates to have scored an average 600 or above on GMAT.	60%	66%
11	Expects to join a student or professional organization.	88%	33%
12	Expects to attend 1-4 school events each semester/quarter.	92%	87%
13	Expects the school to provide networking opportunities.	96%	59%
14	Expects to spend time with the career management office personnel.	80%	50%
15	Expects the career office to provide me with resources/connections to new or better employment after graduation.	92%	59%
16	Expects to have the opportunity to interact with students from different countries.	92%	40%
17	Expects to interact with alumni during the degree program.	80%	32%
18	Expects the opportunity to study abroad for a short period (two weeks) during my program.	68%	17%
19	Expects the school to use social media to communicate with me (Twitter, Facebook, etc.)	60%	12%
20	Expects the school to primarily communicate important information to me via email.	100%	65%
21	Monitors email daily for program communications.	88%	71%
22	Expects regular interaction with the program's administrative leaders.	82%	22%
23	Expects interaction with the deans of the school.	64%	15%



✓ Ideas for Future Supply Chain Conferences

- ❖ Consider a multi-school study using the same instrument
- ❖ Repeat over several years to identify trends in the expectations of supply chain students
- ❖ Run cross-tabs to determine if there are public versus private differences
- ❖ Run cross-tabs to determine if there age, gender or experience factors that distinguish programs or issues
- ❖ Consider conducting surveys of employers to determine if managing their expectations improve hiring rates

1:30 PM - Session 2

Arizona State University



Michele Pfund, PhD

Director, Undergraduate Programs

W.P. Carey School of Business

Arizona State University

Michele.pfund@asu.edu



Innovative Methods to Increase Enrollments

ASU Program Profile

Program	Y/N	Year Started	Fall 2010 Enrollment	Online Degree (Y/N)
BS/BA degree in SCM				
BS/BA degree with Concentration in SCM/OM				
Masters degree in SCM				
MS/MBA with Concentration in SCM/OM				
PhD with Concentration in SCM/OM				

Area	Y/N	Year Started	Focus Area
SCM Center			• X
Certificate Program			• X
Industry Advisory Board			• X



How Can We Help Them Navigate The Steps?



High School

Fleischer
Scholars
Program

Marcos de
Niza High
School

Career Day
Events

ASU on the
Road

Future Sun
Devils
Newsletters

Outreach
to guidance
counselors

How Are We Doing?



Community College

Program
Design

UG
Committee

Admissions
Process

SCM 300
Videos

Departmental
Website

Outreach to
counselors

How Are We Doing?



Meet the
Majors

WPC 101

SCM 300
Instructors

SCM 300
Videos

Departmental
Website

Outreach to
counselors

How Are We Doing? How Are You Doing?



North Carolina A&T State University



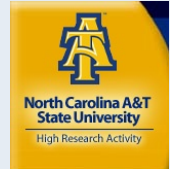
Kathryn Dobie, PhD

Professor & Director, of the Transportation Institute

School of Business & Economics

North Carolina A&T State University

kaydobie@ncat.edu



Innovative Methods to Increase Undergraduate Enrollments

Current Profile

Program	Y/N	Year Started	Fall 2010 Enrollment	Online Degree (Y/N)
BS/BA degree in SCM	Y	1970	40-50	N
BS/BA degree with Concentration in SCM/OM	N			
Masters degree in SCM	N			N
MS/MBA with Concentration in SCM/OM	Y	2002	5	
PhD with Concentration in SCM/OM	N			

Area	Y/N	Year Started	Focus Area
SCM Center	Y		• Safety
Certificate Program	Y		• Supply Chain
Industry Advisory Board			

Reaching Potential Undergraduate Students

✓ Summer High School Transportation Institute

❖ Who

- Rising Jrs and Srs
- 3.0 grade point

❖ What

- Freshman English
- ACT Prep
- Leadership Coach
- In-depth knowledge of the Transportation Industry
- 5.5 weeks

❖ How

- Speakers
 - » Transportation Instruction
 - » Engineering
- Hands on activities
- COMTO conference

Reaching Potential Undergraduate Students...

- Field trips
- Intermodal trip to Washington/Baltimore
- ❖ Web Page Development
- ❖ Project presentation

- ✓ Objective – Take all they have learned and share with others at their High Schools
- ✓ Return to A&T as a Supply Chain Major

High School Teachers and Counselors

✓ Who

- ❖ Teachers and counselors from area high schools

✓ What

- ❖ Learn how to integrate transportation/supply chain examples and activities into the existing curriculum

✓ How

- ❖ 4 day immersion on wheels
- ❖ Instruction in motion
- ❖ Site visits
- ❖ Class activity creation

✓ Curriculum based on CSCMP instructional videos

Incoming Students

- ✓ Welcome Letter
 - ❖ Financial opportunities
 - ❖ Employment opportunities

Current Students



- ✓ Student Roundtable of CSCMP
- ✓ Supply Chain Day
- ✓ Support of Piedmont Triad Partnership
- ✓ Scholarships
- ✓ Internships
- ✓ Case competition
- ✓ Research Opportunities



Joy Dietz

*Director, Full-time Master's Programs
MBA, MSHRM, MSIA*

*Krannert School of Management
Purdue University
jdietz@purdue.edu*



Innovative Methods to Increase Graduate Enrollments

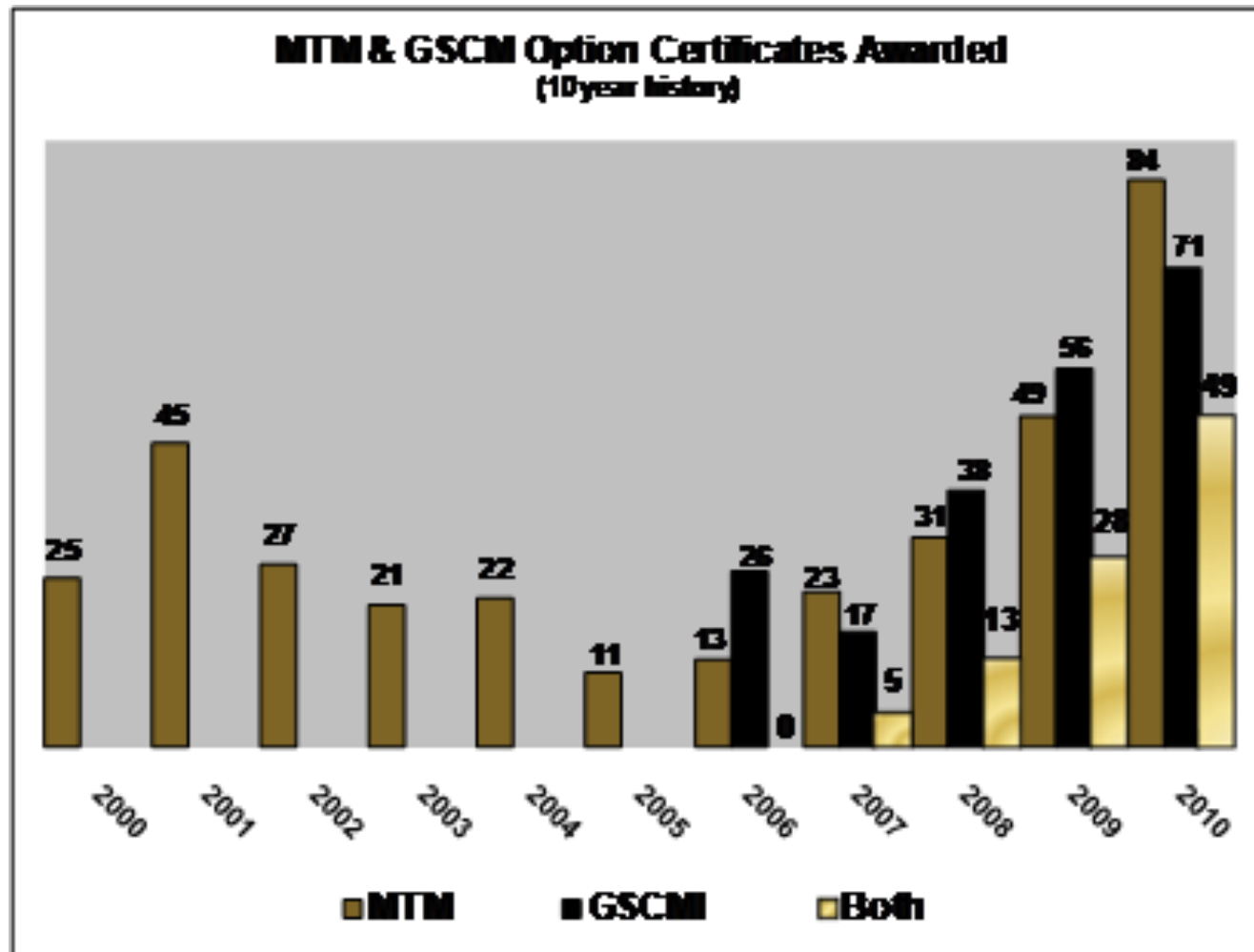
Current Profile

KRANNERT SCHOOL OF MANAGEMENT

Program	Y/N	Year Started	Fall 2010 Enrollment	Online Degree (Y/N)
BS/BA degree in SCM	N			N
BS/BA degree with Concentration in SCM/OM	Y	2008	9	N
Masters degree in SCM	N			N
MS/MBA with Concentration in SCM/OM	Y	2005	63 (from Career Services)	
PhD with Concentration in SCM/OM	Y			N

Area	Y/N	Year Started	Focus Area
SCM Center	Y	2005	<ul style="list-style-type: none"> To create a place for student education/experience, faculty research and industry engagement in the areas of Industrial Management, Operations Management & Supply Chain Management.
Certificate Program	Y	1988 MTM 2006 GSCM	<ul style="list-style-type: none"> Manufacturing & Technology Management Global Supply Chain Management
Industry Advisory Board	N		

Ten-year Trend



Make SCM/Ops Visible and Meaningful

- ✓ Purdue branding study
 - ❖ Marketing and finance?
- ✓ Re-energize **activities**
 - ❖ Internally
 - ❖ Externally
- ✓ Re-energize **messages**
 - ❖ Why consider SCM and operations?
 - ❖ Operations/Logistics/Supply Chain Career Paths and Opportunities

Re-energizing Activities

- ✓ Increase internal visibility of operations
 - ❖ Operations faculty
 - Staff discussions
 - Student lunches
 - ❖ DCMME and GSCMI activities


- ✓ Increase external visibility for partnerships
 - ❖ Outreach to university and alumni
 - ❖ Outreach to industry, schools, & organizations

Re-energizing Messages

- ✓ Make operations field “sexy” through stories
 - ❖ Operations Students like to “do”
 - Experiential learning & entrepreneurship
 - Study or internship abroad
- ✓ Join Purdue’s “Makers All” campaign
 - ❖ Contribute to changes in the world
- ✓ Promote solid career opportunities

Transform the World

Dr. Iyer



**I AM
ANANTH
IYER**

KRANNERT SCHOOL OF MANAGEMENT
SUSAN BULKELEY BUTLER CHAIR
IN OPERATIONS MANAGEMENT

I AM AN EFFICIENCYMAKER. I STREAMLINE BUSINESS
METHODS. TO MAKE BOUNDARY WATERS SAFER. TO SPEED
PRODUCTS TO MARKET. TO BRING LIFE-SAVING MEDICINES TO
CHILDREN. I BELIEVE INTELLIGENT BUSINESS STRENGTHENS
THE GLOBAL ECONOMY AND CREATES OPPORTUNITY. I AM A
BOILERMAKER. AND I AM WHAT MOVES THE WORLD FORWARD.

**WE ARE PURDUE.
MAKERS, ALL.**

PURDUE
UNIVERSITY

Career Opportunities

- ✓ Long-term career stability
 - ❖ “Stuff always needs to be moved”
- ✓ Creative and interesting work
- ✓ Variety
 - ❖ Warehouse operations
 - ❖ Third-party logistics sales
 - ❖ Six-Sigma
 - ❖ Purchasing
 - ❖ Project Management
 - ❖ Inventory Management
 - ❖ Facilities Planning
 - ❖ Consulting

Career Opportunities...

Krannert School of Management - Manufacturing a new career - Windows Internet Explorer

http://www.krannert.purdue.edu/news/features/fuzion.asp

File Edit View Favorites Tools Help

MyMEL Go Databases BizTools Research Tools Dept. Links RSS Feeds [177]

Krannert School of Management - Manufacturing a ne...

PURDUE UNIVERSITY

KRANNERT SCHOOL OF MANAGEMENT

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Press Kit

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Manufacturing a new career



Rose Kelly-Falls earned a bachelor's degree from Butler University, and had every intention of pursuing a career in apparel manufacturing. After college, she worked in the textile industry for some well-known design houses, including Perry Ellis and Anne Klein, and was an apparel purchasing and operations manager in New York City.

But Kelly-Falls wanted more. "I felt like I was somewhat limited in New York," she says. "If you were not in the apparel or textile industry, you worked on Wall Street. And at that point, I wanted to get out of that industry and focus on complex manufacturing. I knew that if I wanted to really succeed, I would need a higher education."

Kelly-Falls enrolled at the Master of Science in Management (MSM) program at Purdue--now known as the [Master of Business Administration \(MBA\)](#)--and graduated in 1998. She started her new career in commodity management for the Ford Motor Co. and was head of commodity purchasing and head of financial risk, supply management, at Rolls-Royce North America.

In 2010, Kelly-Falls co-founded the Fuzion Group LLC, a supply management consultancy firm. Soon after the company's inception, an article was published by Gartner on the work that she developed and implemented on supply chain risk management, and was picked up by business information giant Dun & Bradstreet. Kelly-Falls recently joined Rapid Ratings, an analytics and ratings firm in New York City, as a senior vice president of supply chain risk management. She maintains an office at the Purdue Research Park at AmeriPlex-Indianapolis.

Kelly-Falls credits her Purdue education for much of her success. "Krannert provided the framework for me to look beyond my own concentration of operations. It provided me the foundation to look at all other fundamentals of business, such as marketing, finance, and HR," she says. "When I went back into industry, I was a much more strategic thinker and more visionary in my approach to business."

CONTACT US | STRATEGIC PLAN

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Local intranet 100%

Alumni Stories: Margaret

- ✓ International business consultant
- ✓ 50 countries
 - ❖ Rural villages to major cities
- ✓ Haiti Apparel Center
 - ❖ State-of-the-art training and technical assistance center
 - ❖ Critical new jobs for Haitians



Next Steps



- ✓ Prepare the “2020” plan
- ✓ Finalize marketing plan
 - ❖ Use new media channels
 - ❖ Increased web and social media presence
 - ❖ Increase outreach
- ✓ Continue finding and telling stories

Texas A&M University

We Make Business Better



Powell Robinson, PhD



Department Head (Info & Ops Mgmt), Professor of Business

Mays Business School

Texas A&M University

P-robinson@mays.tamu.edu

Innovative Methods in Increasing Undergraduate Enrollment

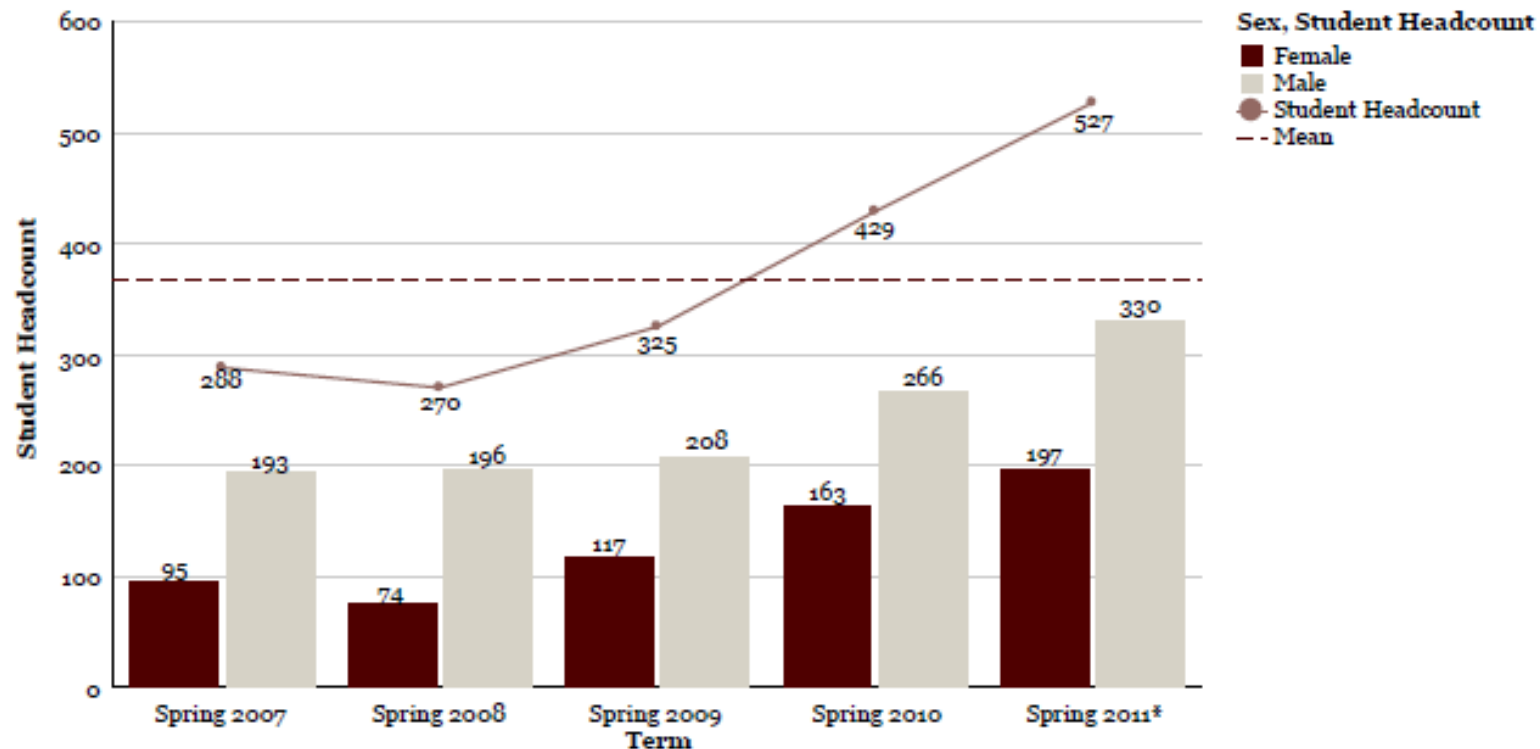
Current Profile

Program	Y/N	Year Started	Fall 2010 Enrollment	Online Degree (Y/N)
BS/BA degree in SCM	Y	2005	230	N
BS/BA degree with Concentration in SCM/OM	Y	2005	30	
Masters degree in SCM	N			N
MS/MBA with Concentration in SCM/OM	Y	2005	25	
PhD with Concentration in SCM/OM	Y	2007	4	N

Area	Y/N	Year Started	Focus Area
SCM Center	N		• x
Certificate Program	N		• x
Industry Advisory Board	Y	2011	• Research collaboration; Student enhancement & recruiting

Program Growth: 2007 - 2011

Preliminary 5th Class Day Data (Unofficial)
Fingertip Facts by Department
Five Year Student Headcount Summary
Mays Business School
INFO



Requirements for a Successful SCM Program

We Make Business Better

- ✓ Faculty Champion and Team
- ✓ Supply Chain Perspective
- ✓ Market the Program
- ✓ Professional Society (CSCMP, APICS, ISM, SCC)
- ✓ Comprehensive/Flexible Curriculum
- ✓ Industry Partnerships
- ✓ Customer Service – Show them you care!

Integrated Supply Chain: Key Functions*

STRATEGY & CHANGE MANAGEMENT

DESIGN
for
SUPPLY
CHAIN
ABILITY

PROCUREMENT
of MATERIALS

DEMAND &
SUPPLY
PLANNING

GLOBAL
LOGISTICS

MANUFACTURING

CUSTOMER
RELATIONSHIP
MGMT &
FULFILLMENT

AFTER SALE
SUPPORT

TECHNOLOGY ENABLEMENT

GOVERNANCE

* CSCMP Task Force on SCMP Certification

Product Development & Marketing:

✓ Parents

- ❖ Career Weekend
- ❖ Letter from the Dept. Head

✓ Students

- ❖ Introductory Classes: speakers, career guide
- ❖ Student Services

✓ CSCMP Student Roundtable

✓ Industry

- ❖ Career Fair, Professional Societies, Recruiting
- ❖ Advisory Board

How Do You Describe the World Today?

- ✓ Domestic vs Global
- ✓ Stable vs Evolving Technology
- ✓ Static vs Dynamic
- ✓ Manufacturing vs Service Orientation
- ✓ Longer vs Shorter Product Life Cycles
- ✓ In-source vs Outsource/Off-shoring
- ✓ Abundant vs Scarce Resources

Who Are These People?

What Do They Have in Common?

- ✓ Sam Walton
- ✓ Michael Dell
- ✓ Jeff Bezos
- ✓ Fred Smith
- ✓ Ray Kroc
- ✓ Pierre Omidyar
- ✓ Henry Ford
- ✓ Taiichi Ohno
- ✓ Wal-Mart
- ✓ Dell Computer
- ✓ Amazon.com
- ✓ Federal Express
- ✓ McDonalds
- ✓ eBay
- ✓ Ford
- ✓ Toyota

Revolutionaries that redefined their industry.

How did they do it?

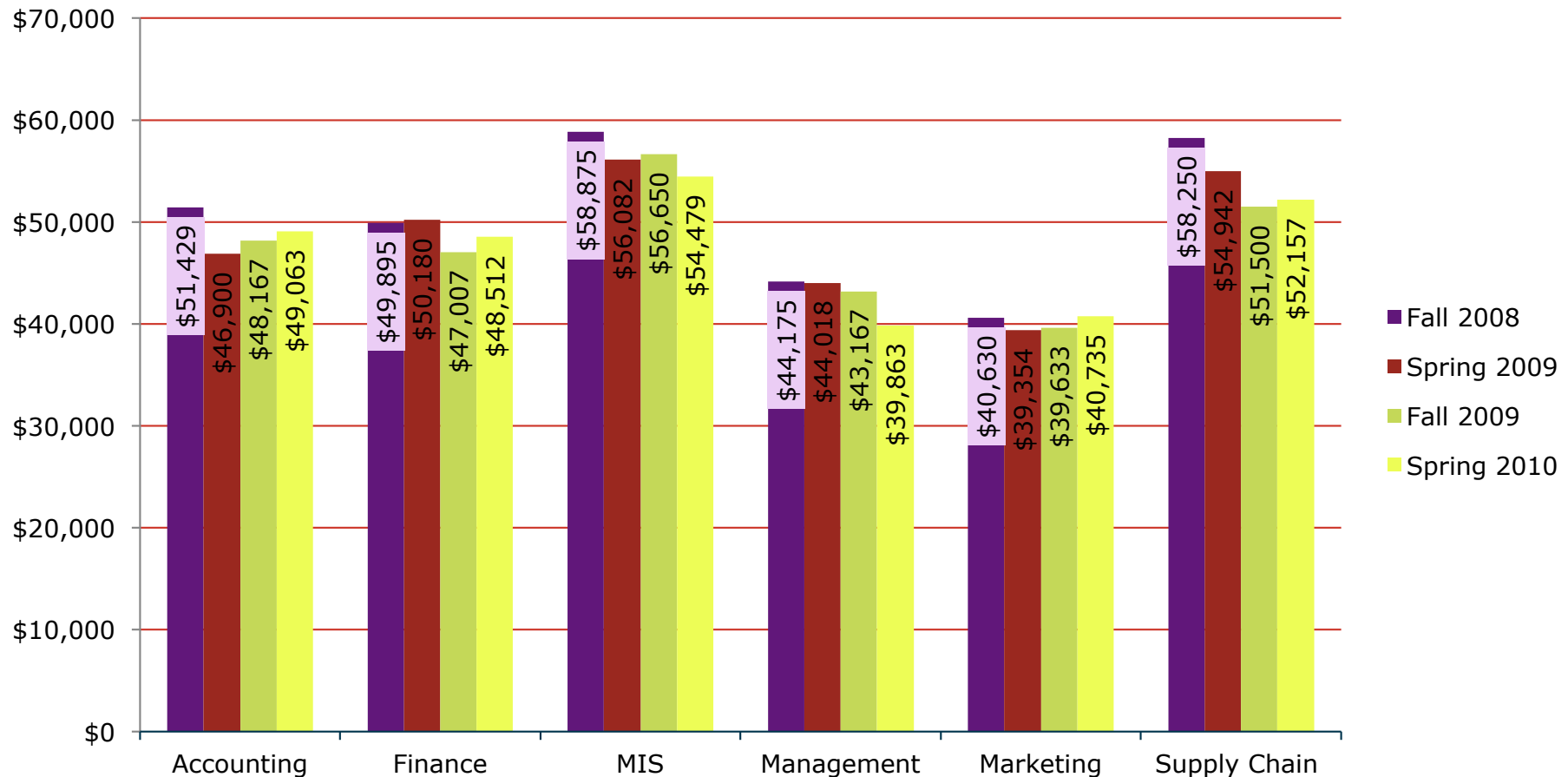
What Do You Want in Your Career?

- ✓ Make Big Bucks
- ✓ Long term career opportunities
- ✓ Rapid promotions
- ✓ Chance to make a difference
- ✓ Career flexibility
- ✓ Work with people like yourself
- ✓ Active, hands-on, people based

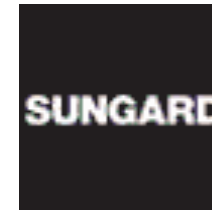
Average Starting Salaries

Mays Business School

Average Starting Salaries for Undergraduate Majors



What Companies Recruit SCM Majors?



Council of SCM Professionals (CSCMP)

- ✓ Student Roundtable (3rd Chartered)
- ✓ Liaison for students and industry
- ✓ Events
 - ❖ Networking: Dinner Meetings & Power Lunches
 - ❖ Road Trips: Companies & Professional Societies
 - ❖ National CSCMP Convention
 - ❖ Leadership Development
 - ❖ Job Placement: internships & full-time
 - ❖ Resume Book
 - ❖ Certification Examinations
 - ❖ Scholarships
 - ❖ Parties

Comprehensive/Flexible Curriculum

- ✓ SCM Core Courses (15 hours)
 - ❖ INFO 340: Global SCM & Logistics
 - ❖ INFO 335: Sourcing & Procurement
 - ❖ INFO 345: Business Process Design
 - ❖ INFO 361: Operations Planning & Control
 - ❖ INFO 465: IT in Supply Chains
- ✓ Directed Electives (9 hours)
 - ❖ INFO 336 Decision Support Systems
 - ❖ INFO 468 Enterprise Resource Planning
 - ❖ MIS, Marketing, Mgmt, Accounting, Finance, others
- ✓ General Electives (6 hours)

Conclusion: SCM Can Launch Your Career



- ✓ Aggie SCM program ranked #6 by AMR Research
- ✓ Top pay and career opportunities
- ✓ Hands-on problem solving
- ✓ Technology based
- ✓ Global
- ✓ Dynamic
- ✓ You can have an impact!

2:45 PM - Session 3

The University of Alabama



Charles Sox, PhD

Director of Operations Management

Culverhouse College of Commerce & Business Administration

The University of Alabama

csox@cba.ua.edu



Culverhouse College of Commerce

Innovative Curriculum Development: Transforming a Masters Program

Current Profile

Program	Y/N	Year Started	Fall 2010 Enrollment	Online Degree (Y/N)
BS/BA degree in SCM/OM	N			N
BS/BA degree with Concentration in SCM/OM	Y	1950's	150	
Masters degree in SCM/OM	Y	1970's	50	Y
MS/MBA with Concentration in SCM/OM	Y	1970's	25	
PhD with Concentration in SCM/OM	Y	1960's	8	N

Area	Y/N	Year Started	Focus Area
SCM Center	Y	2007	• Education & Research
Certificate Program	N		
Industry Advisory Board	Y	2008	• Curriculum Guidance, Student Projects, Financial Support

Transforming a Master's Degree Program

✓ Master of Science in Management Science

- ❖ Degree program started in 1970's
- ❖ Initially a full time, 2-year program (36 hrs)
- ❖ Four tenure-track faculty in 2001
- ❖ Historically low enrollments
- ❖ Targeted for evaluation and possible elimination

✓ Transformational Changes

- ❖ New university president establishes goals for increasing enrollment and development of online degree programs
- ❖ Changed program name to Operations Management
- ❖ Restructured masters curriculum to 1 year (30 hrs)
- ❖ Developed online masters program
- ❖ Added 4 tenure track faculty and 1 instructor (2002-2009)

Master of Science in Operations Management

- ✓ Coordinator – Dr. John Mittenthal
- ✓ Full time program on campus
 - ❖ 23 students
 - ❖ One year or three semesters
- ✓ Part time online program for distance students
 - ❖ 29 students
 - ❖ 2-3 years to complete the program
 - ❖ First graduate in 2007
 - ❖ Will graduate 8-10 students this year
 - ❖ 75% retention/graduation rate

Online MSOM Program

- ✓ Same degree as full time program
 - ❖ Identical requirements - online program not viewed as a second-class degree
- ✓ Structure & Format
 - ❖ Asynchronous delivery over a regular semester schedule
 - ❖ All online classes provide pre-recorded audio-video content
 - ❖ Faculty member and/or GTA responsible for grading and responding to questions
 - ❖ Use team assignments and management simulation games like the Supply Chain Game to facilitate networking
 - ❖ Meets minimum enrollment . . . regular teaching load
 - ❖ Otherwise . . . supplemental compensation

Organizational Issues for Online Program

✓ College of Continuing Studies

- ❖ Responsible for advertising, instructional development support, and technology support
- ❖ Retains a percentage of tuition revenue that is shared with the program

✓ Faculty

- ❖ If meets minimum enrollment . . . regular teaching load
- ❖ Otherwise . . . supplemental compensation
- ❖ Receive supplemental compensation from CCS for developing the audio/video course content

MSOM Curriculum

✓ Analytics

- ❖ Management Science & Spreadsheet Modeling
- ❖ Applied Statistics
- ❖ Simulation

✓ Supply Chain

- ❖ Supply Chain Analysis
- ❖ Inventory Management

✓ Quality (select one)

- ❖ Effective Quality Management
- ❖ Statistical Quality Control

✓ Planning & Scheduling

- ❖ Operations Scheduling
- ❖ Manufacturing Planning & Control Systems

✓ Capstone Project Course

- ❖ AACSB Assessment

✓ Electives

- ❖ Purchasing & Sourcing
- ❖ Lean Business Processes
- ❖ Capstone Project Seminar

Corporate Partnerships



- ✓ Mercedes-Benz
- ✓ BMW
- ✓ Automotive Suppliers
- ✓ Nucor
- ✓ Procter & Gamble
- ✓ Frito Lay
- ✓ JC Penney
- ✓ Target



NUCOR



P&G



University of North Carolina At Chapel Hill



Wendell Gilland, PhD

Associate Professor & Director, Supply Chain Concentration

Kenan-Flagler Business School

University of North Carolina At Chapel Hill

wendell_gilland@unc.edu



Innovative Methods in Curriculum Development, Online Program & Assessment

Current Profile

Program	Y/N	Year Started	Fall 2010 Enrollment	Online Degree (Y/N)
BS/BA degree in SCM	N			N
BS/BA degree with Concentration in SCM/OM	Y	2010	10-15	
Masters degree in SCM	N			Coming Soon
MS/MBA with Concentration in SCM/OM	Y	2002	35-40	
PhD with Concentration in SCM/OM	Y	Pre-1995	8	No

Area	Y/N	Year Started	Focus Area
SCM Center	N		
Certificate Program	Y	2002	• Global Supply Chain Management
Industry Advisory Board	Y	2003	• Global Supply Chain Management

Curriculum Development

- ✓ Curriculum Development a collaborative process
 - ❖ Faculty Interest and Expertise
 - ❖ Student Demand
 - ❖ Industry Recommendation
- ✓ Current slate of GSCM elective courses examined to identify holes in curriculum
- ✓ School-wide review process to approve new elective courses
 - ❖ Recently implemented
 - ❖ Aimed towards reducing duplication in content and cases

Online Program Under Development



MBA@UNC

- ✓ Online MBA program scheduled for launch in July 2011
 - ❖ Joint Venture with 2tor, Inc.
 - ❖ Courses being developed on a rolling schedule
 - ❖ Concentrations to follow later
- ✓ Balance of Asynchronous and Synchronous content
- ✓ Operations core class and Global Supply Chain Management elective class

4:00 PM - Session 4



Joel Sutherland

Managing Director, Center for Value Chain Research

Lehigh University

joel.sutherland@lehigh.edu



Effective Methods in Building, Growing & Managing a Supply Chain Center

Current Profile

Program	Y/N	Year Started	Fall 2010 Enrollment	Online Degree (Y/N)
BS/BA degree in SCM	Yes	2000	47	No
BS/BA degree with Concentration in SCM/OM	Yes, but we call this a minor at the undergraduate level. The minor is SCM, not OM	2004	7	
Masters degree in SCM	No			This is available on-campus AND online
MS/MBA with Concentration in SCM/OM	Yes – The concentration is in SCM (we do not have one in OM)	2002	20	
PhD with Concentration in SCM/OM	No			

Current Profile

Area	Y/N	Year Started	Focus Area
Certificate Program	Yes	2002	12 credit program with a focus in SCM
Industry Advisory Board	Yes (Advisory Committee)	2009	Representatives from member companies provide advice and recommendations on a variety of issues to ensure the CVCR consistently provides the greatest value
SCM Center (Center for Value Chain Research – CVCR)	Yes	2002	<p>JV between College of Engineering and College of Business:</p> <ul style="list-style-type: none"> • provides interdisciplinary approach to research & education • integrates analytical and quantitative engineering approaches with process-driven and field-based business research • pursues a broad range of knowledge creation and with the aim of benefiting researchers and practitioners

Interdisciplinary Value Chain Center



LEHIGH UNIVERSITY

COLLEGE OF BUSINESS
AND ECONOMICS

Bob Trent, Co-Director
Dept. of Management



Joel Sutherland, Managing Director

Larry Snyder, Co-Director
Dept. of Industrial & Systems Engineering



LEHIGH UNIVERSITY

P.C. ROSSIN COLLEGE OF ENGINEERING AND APPLIED SCIENCE

Basics in Building a Successful Center

✓ Industry Professional

- ❖ Bridges the gap between industry and academia
- ❖ Reputation & experience can open doors
- ❖ Professional network facilitates program development

✓ Mailing List

- ❖ 200-300 when I joined Lehigh in 2006 - Regional U.S.
- ❖ ~15,000 today - Global

✓ Marketing

- ❖ Use social media (e.g. LinkedIn; Twitter; Facebook)
- ❖ CVCR Newsletter – 3x/year

Basics in Building a Successful Center

✓ Self-sustaining

- ❖ Positive cash flow from the beginning (5 years)
- ❖ Never having to ask for \$ is “like having tenure”

✓ Reputation

- ❖ Attend industry events – contribute & participate
- ❖ Make yourself a resource for the press

✓ Tools

- ❖ Constant Contact
- ❖ Eventville

✓ Value Proposition


- ❖ Industry partners (i.e. members) want a positive ROI


Basics in Building a Successful Center

✓ Website

- ❖ Invest in development of quality site
- ❖ Load with content to attract visitors
- ❖ Limit free content - best to members-only
- ❖ Maintain constantly – don't let site get stale

Website: www.lehigh.edu/cvcr

 LEHIGH UNIVERSITY



A business-engineering joint research center at Lehigh University


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The CVCR provides a **multidisciplinary approach** to value chain research and education, creating opportunities for innovation by integrating analytical and quantitative engineering approaches with process-driven and field-based business research. The center pursues a broad range of

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- [Supplier Satisfaction Surveys](#)
- [Student Research Projects](#)
- [Professional Development Seminars](#)

CVCR Activities

Research

- Research Projects
- Student Research Projects
- Supplier Satisfaction Surveys
- State Matching Grants (PITA)

Education

- Semiannual Symposiums
- Professional Development Seminars
- APICS CSCP Certification Training
- Customized Seminars
- Executive Roundtables
- Publications (Newsletters, Research Papers, White Papers)

Membership Levels & Benefits



	Basic	Affiliate	Associate	Research
Benefit	\$2,500	\$7,500	\$20,000	\$50,000
Research Project			STUDENT ¹	FACULTY ²
Seats at spring and fall symposiums ³	1	2	3	4
Discounted rates for additional symposium registrations		•	•	•
Participation on CVCR Advisory Committee		•	•	•
First-look privileges on research		•	•	•
Access to white papers, technical reports, and other member-only publications	•	•	•	•
Preferential access to talented Lehigh students for recruiting	•	•	•	•
Exclusive web access to CVCR Newsletter archives	•	•	•	•
Recognition of your organization as a CVCR member	•	•	•	•
Discount on Professional Development Seminars, Executive Roundtables, APICS Certification Classes, Supplier Satisfaction Survey	0%	10%	15%	20%

¹Semester-long research project conducted by Lehigh student(s) and supervised by Lehigh faculty

²Year-long research project led by Lehigh faculty member and graduate-level (business or engineering) student(s)

³Can be used by company representative or given to business associates

Purdue University



Mary Pilotte

Managing Director, Center & Global SCM Initiatives

Krannert School of Management

Purdue University

mpilotte@purdue.edu



Center Director
Prof. Ananth Iyer



Center Assistant
Va'Linda McBride

Innovative Methods in Building & Managing a Center Effectively

Current Profile

KRANNERT SCHOOL OF MANAGEMENT

Program	Y/N	Year Started	Fall 2010 Enrollment	Online Degree (Y/N)
BS/BA degree in SCM	N			N
BS/BA degree with Concentration in SCM/OM	Y	2008	9	N
Masters degree in SCM	N			N
MS/MBA with Concentration in SCM/OM	Y	1988/2005	222 MBAs, 63 in SCM/OPS (from Career Services)	
PhD with Concentration in SCM/OM	Y			N

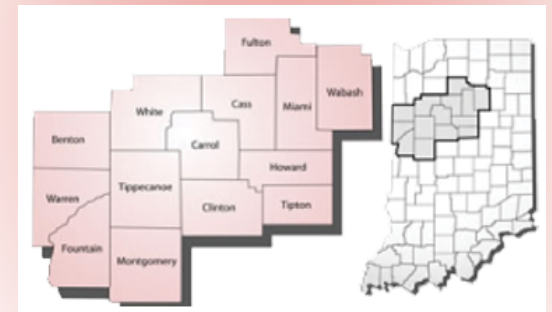
Area	Y/N	Year Started	Focus Area
SCM Center	Y	2005	<ul style="list-style-type: none"> To create a place for student education/experience, faculty research and industry engagement in the areas of Industrial Management, Operations Management & Supply Chain Management.
Certificate Program	Y	1988 MTM 2006 GSCM	<ul style="list-style-type: none"> Manufacturing & Technology Management Global Supply Chain Management
Industry Advisory Board	N		

Supply Chain Center Leadership - Building by Doing

- ✓ **Build the state *support*** through work involving economic development
- ✓ **Build university & academic community *interest*** by creating new teaching cases & engage PHD level research
- ✓ **Build local & global community *involvement*** through philanthropic works involving supply chain excellence...

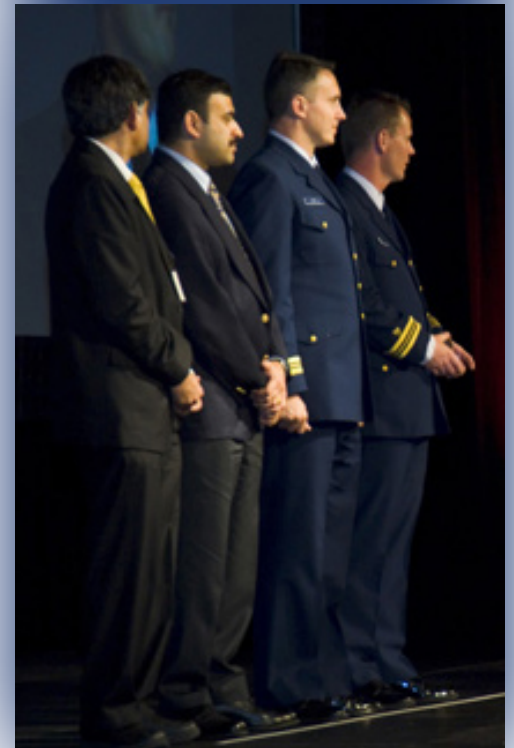
Supply Chain Center Leadership - Building by Doing

- ✓ **Build the state *support* through work involving economic development**
 - ❖ **Find opportunities to meet state needs.**
 - Indiana Dept. of [Transportation](#)
 - ❖ **Look for interesting press that could lead to research opportunities.**
 - Kokomo Indiana “[distress story](#)” funding thru Walmart
 - ❖ **Connect with existing state outlets of funding**
 - [Conexus Indiana](#)
 - FEDERAL [initiatives](#) [WIRED](#)



Supply Chain Center Leadership - Building by Doing

- ✓ **Build university & academic community *interest* by creating new teaching cases & engage PHD level research**
 - ❖ The **Regulation driven Supply Chain case** – incited a PHD thesis, and research paper.
 - ❖ The **Sustainable Supply Chain case** - part of a collaborative research paper with CEU, Hungary.
 - ❖ **US Coast Guard homeland security engagement** has generated two published papers and more in the pipeline, plus recognition as a finalist for the prestigious **Edelman Prize**.
 - ❖ **Local business projects** provide motivation for PhD students to think about **theory inspired by practice**.



Supply Chain Center Leadership - Building by Doing

✓ Build local & global community *involvement* through philanthropic works involving supply chain excellence...

❖ Leading students to “give with their brains”...

- Create value for NFP's (Wabash Center), students & your Centers

❖ Demonstrating that same leadership around the globe...

- [Building better healthcare supply chains](#) in Sierra Leone



Supply Chain Center Leadership - Leading by Doing

Putting the bow on top...

Annual Supply Chain Management Conference

✓ One Key event that brings together...

- ❖ Policy makers
 - ❖ Community
 - ❖ Industry
 - ❖ Students
- for a day of...

- industry best practice sharing
- Theoretical breakthrough sharing
- Student engagement & competition



Supply Chain Center Leadership - Leading by Doing

Thank You!



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Carrie S. Kemmer

Director, Center Operations, Supply & Value Chain Center

Neeley School of Business

TCU

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Innovative Methods in Building and Managing a Supply Chain Center

Current Profile

Program	Y/N	Year Started	Fall 2010 Enrollment	Online Degree (Y/N)
BS/BA degree in SCM	Y	2004	~60	N
BS/BA degree with Concentration in SCM/OM	N	NA	NA	
Masters degree in SCM	N	NA	NA	N
MS/MBA with Concentration in SCM/OM	Y	2002	~40	
PhD with Concentration in SCM/OM	N	NA	NA	N

Area	Y/N	Year Started	Focus Area
SCM Center	Y	2001	<ul style="list-style-type: none"> To build connections between: <ul style="list-style-type: none"> - Neeley students - The business community - Neeley faculty
Certificate Program	Y	2002	<ul style="list-style-type: none"> Certificate in Supply and Value Chain Management for our fulltime MBA and Professional MBA students
Industry Advisory Board	Y	2007	<ul style="list-style-type: none"> Provides guidance in all areas – center events, curriculum and research

The Neeley Supply and Value Chain Center

- ✓ ***Promote and support the development and positioning of talented leaders and advanced business intelligence in supply and value chain management.***
- ✓ In doing so, create opportunities for stakeholders
 - ❖ Students
 - ❖ Business community and SCM professionals
 - ❖ Faculty
 - ❖ Neeley School/TCU

The Neeley Supply and Value Chain Center

Develop and place talented leaders

- Undergraduate and Graduate degree programs
- World-class content delivered through “active learning”
- Executive development programs
- Excellent recruiting and career services

Key Activities



Develop and publish leading practices and business intelligence

- Top notch faculty with application-oriented research agendas
- “In residence” partnerships with leading scholars and business thought leaders
- Research relationships, funding, data
- Benchmarking/best practice databases

Design and host engaging venues for networking, relationship building, and opportunity development

- Forums, roundtables, conferences
- Guest lecturers, speaker events
- Social/professional networking

The Neeley Supply and Value Chain Center

What Role Does the Center Play and How?

Students:

- Student Organization
 - Facility Tours and Guest Speakers
 - Trips to the major U.S. ports
- Graduate Certificate
- Supply Chain Student Executive Program at the Undergrad level
- Supply Chain Management Roundtable
- Supply Chain Boot Camp
- National Case Competitions at both undergrad and MBA levels
- Participation at Professional Organizations (e.g., annual CSCMP Conference, local ISM, APICS, and CSCMP Roundtables)



The Neeley Supply and Value Chain Center

What Role Does the Center Play and How?

Business Community:

- Global Supply Chain Conference
- Executive Forum
- Executive Education
- Advisory Board
- Sponsor Company Support

Fellow Sponsor



World-Class Sponsors



Premier Sponsors



Elite Sponsor



The Neeley Supply and Value Chain Center

What Role Does the Center Play and How?

Faculty:

- Research Support
- Executive Education
- Global Supply Chain Conference
- Participation at Professional Organizations (e.g., annual CSCMP Conference, local ISM, APICS, and CSCMP Roundtables)

The Neeley SCM Program



Department of Information Systems and Supply Chain Management, (INSC)...est. 2003

Required Courses:

- Concepts in Supply Chain Mgmt
- Business Information Systems Planning
- Demand Forecasting Mgmt
- Global Supply Chain Mgmt
- Logistics & Transportation
- Procurement/Supply Mgmt
- Supply Chain Tools & Technologies
- Supply Chain Strategy (Capstone)
- Study Abroad* - Asia, India, Vietnam
- Operations Management**
- Those pursuing certificate also have a required internship**

*Optional

**MBA Requirements

First Annual Supply Chain *Directors' Conference*

Feb 23-25, 2011

UT Dallas
Carnegie Mellon
Gartner



University of Texas At Austin



Diana Busler

Supply Chain Management Center of Excellence

McCombs School of Business

University of Texas At Austin

diana.busler@mcombs.utexas.edu



Innovative Methods in Building & Managing an Effective Center

Current Profile - University of Texas at Austin

Program	Y/N	Year Started	Fall 2010 Enrollment	Online Degree (Y/N)
BBA degree in SCM	Y	2006	131	N
BS/BA degree with Concentration in SCM/OM	N	---	---	
Masters degree in SCM	N	---	---	N
MBA with Concentration in SCM/OM	Y	2003	66	
PhD with Concentration in SCM/OM	Y	2004	8	N

Area	Y/N	Year Started	Focus Area
SCM Center	Y	2007	• Thought Leadership, Talent Development, Industry Impact
Certificate Program	N	---	---
Industry Advisory Board	Y	2001	• Influence curriculum and research priorities • Determine topics for roundtables and symposiums

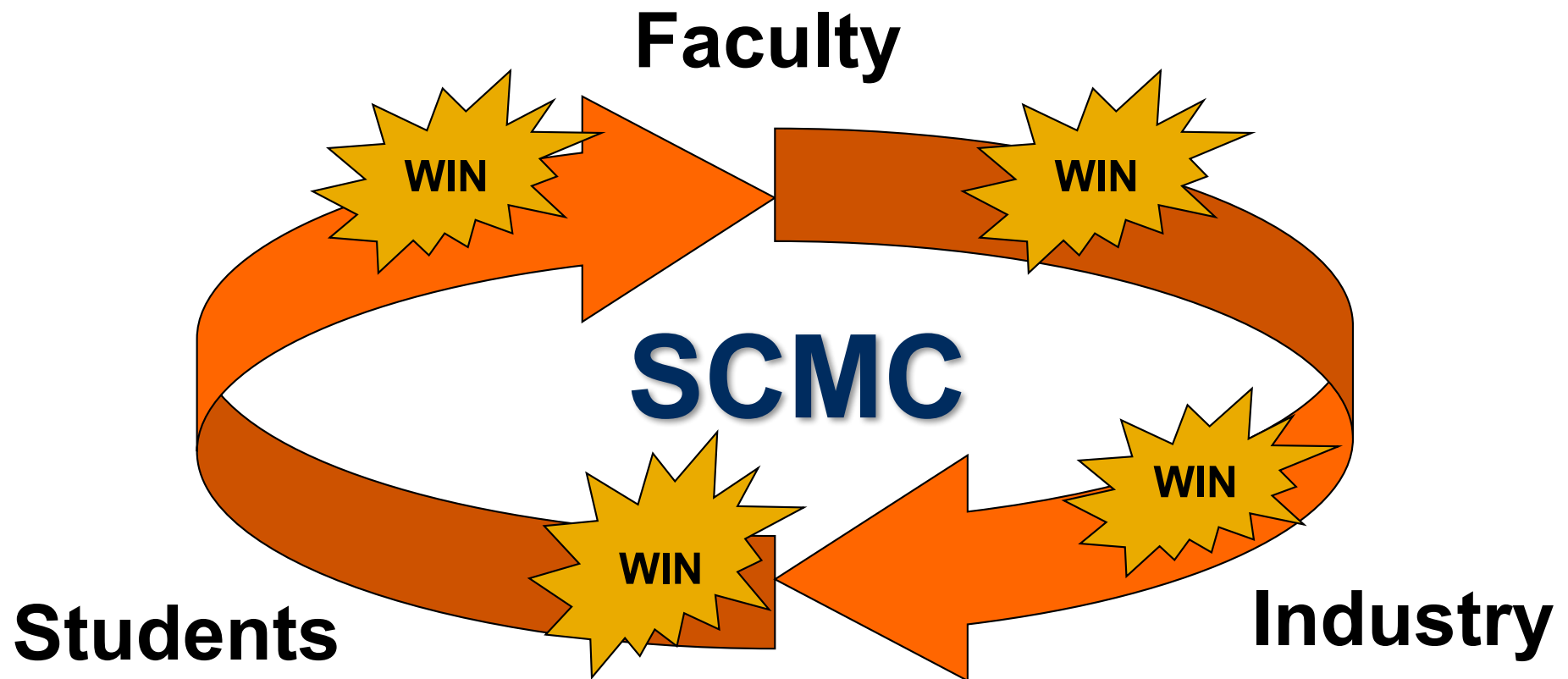
Supply Chain Management Center – UT-Austin

- ❖ *Exists* to support and promote scholarly research in supply chain management and related fields
- ❖ Brings together financial resources, executives from leading corporations, and faculty and students from multiple disciplines in the McCombs School of Business to develop and communicate new knowledge about supply chain management
- ❖ Facilitates the development of outstanding academic programs in supply chain management
- ❖ Enables “real world” problem solving for our industry partners, encouraging the development of future industry and academic leaders

The Center links McCombs School of Business with industry, and collaborates with other centers of related activity within The University of Texas at Austin.

Supply Chain Management Center – UT-Austin

Constituent Interdependencies for Success



Supply Chain Management Center – UT-Austin

Vision

By 2015, be a “top tier” Supply Chain Management Program with a reputation for outstanding faculty, students and industry partners.

Strategy

Closely align with the Supply Chain Talent Academic Initiative and Gartner Research to develop programs and curriculum to deliver supply chain leaders of the future.

Supply Chain Management Center – UT-Austin

Key Activities

Thought Leadership (Faculty)

- ❖ Recruit the best and brightest faculty as our program expands, focusing on closing gaps in our expertise identified through constituency feedback and independent research

Talent Development (Students)

- ❖ Increase scholarship offerings
- ❖ Increase visibility of our students at conferences and competitions
- ❖ Create programs that are unique and attract best and brightest
- ❖ Expand opportunities for global interaction with real world projects and classroom experiences

Industry Impact (Sponsors)

- ❖ Increase the research interaction with our partners on applied research
- ❖ Continually improve the quality of faculty/student/industry interaction:
 - Roundtables focused on industry relevant issues
 - Practicums
 - Co-designed educational programs

Supply Chain Management Center – UT-Austin

Comparison of Sponsorship Benefits

Benefit	Executive	Core	Small Company
Annual Cost	\$25,000/yr \$67,500/3yrs	\$15,000/yr \$40,500/3yrs	\$2,500/yr (Exec/Core sponsor approval required)
Advisory Council Membership (influence curriculum, research priorities, and roundtable topics)	✓		
Invited to attend all roundtables and networking events	✓	✓	✓
Judge student case competitions	First Choice	Space Available	Space Available
Participate in practicum projects	First Choice	✓	✓
Classroom speaking opportunities	✓	✓	✓
Sponsorship recognition on SCMC spaces (hallway display, website, newsletter, event materials)	Top Billing	✓	✓
Customized benefits to be co-developed based on the company's unique needs	✓		

Supply Chain Management Center – UT-Austin



Executive Sponsors



Core Sponsors

Small Company



Dinner

UT Dallas MS SCM Industry Advisory Board (IAB)



amazon.com



Sabre / Airline Solutions /

NOKIA
Connecting People



at&t

ERICSSON

broadlane

Raytheon



McKESSON
Empowering Healthcare



Honeywell



FUJITSU



PEPSICO

First Annual Supply Chain
Directors' Conference
UT Dallas Feb 23-25, 2011



Carnegie
Mellon
University

Gartner

First Annual Supply Chain *Directors' Conference*

Feb 23-25, 2011

UT Dallas
Carnegie Mellon
Gartner



8:30 AM - Session 1



Dana Stiffler

*Managing Vice President
Supply Chain Consulting, IT & BPO Services*

Gartner

Dana.stiffler@gartner.com

Gartner

University and Industry Ranking (Talent Program)

9:30 AM - Session 2

Penn State University



Gene Tyworth, PhD

Department Chair, Professor of Supply Chain Management
Supply Chain and Information Systems Department
Smeal College of Business
Penn State University
jet@psu.edu

PENNSTATE



Building Marketable On-Line Certificate Programs



Current Profile

Program	Y/N	Year Started	Fall 2010 Students	Online Degree (Y/N)
BS/BA degree in SCM	Y	1965 2002	600	N
BS/BA degree with Concentration in Business Analytics	Y	2012	200	
On-Line MPS degree and Certificate in SCM	Y	2007	125	Y
MS/MBA with Concentration in SCM/OM	Y	1995	30	
PhD with Concentration in SCM/OM	Y	2002	16	N

Area	Y/N	Year Started	Focus Area
Center for Supply Chain Research	Y	1989	<ul style="list-style-type: none"> • Research • Benchmarking • Executive Education, Workshops, Leaderships Events, Certificate Programs • Recruiting • Corporate Sponsors (Industry Advisory Board)
Industry Advisory Board	Y	1989	<ul style="list-style-type: none"> • Research, curriculum, and recruiting

Building Marketable On-Line Certificate Programs

✓ Target markets

Working Professionals

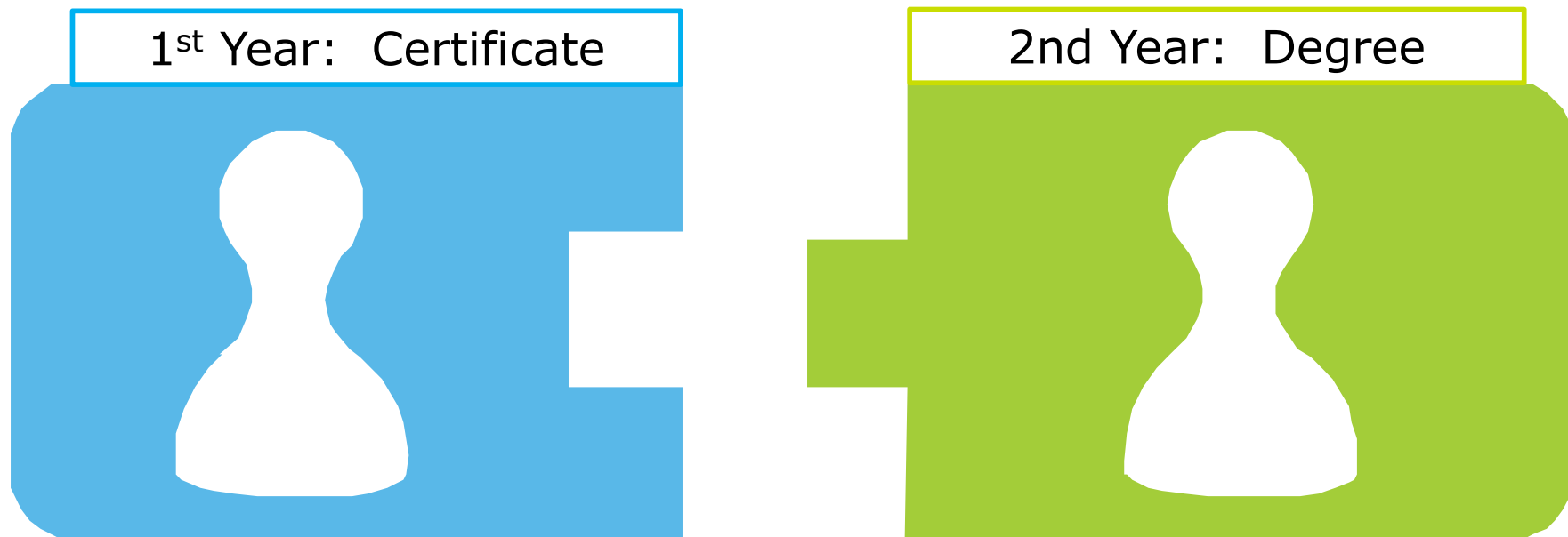


Professional Development



Building Marketable On-Line Certificate Programs

✓ Program structure



Building Marketable On-Line Certificate Programs

✓ Resources and Incentives



Building Marketable On-Line Certificate Program

✓ Insights

- ❖ Align target market with program mission
- ❖ Synchronize certificate with degree opportunities
- ❖ Build a business plan that emphasizes variable costs

Minnesota State University - Moorhead



Vinod Lall, PhD, CSCP

Professor, Management

School of Business

Minnesota State University - Moorhead

lall@mnstate.edu



Innovative Methods in Building Marketable Certificate Programs

Current Profile

Program	Y/N	Year Started	Fall 2010 Enrollment	Online Degree (Y/N)
BS/BA degree in SCM	N			Y
BS/BA degree with Concentration in SCM/OM	N			
Masters degree in SCM	N			
MS/MBA with Concentration in SCM/OM	N			
PhD with Concentration in SCM/OM	N			

Area	Y/N	Year Started	Focus Area
SCM Center	N		• x
Certificate Program	Y/N		• x
Industry Advisory Board	Y		• x

Background

- ✓ Undergraduate AACSB teaching school
- ✓ Developed a certificate program in EC/EB in 2000-'01
 - ❖ Intro, SCM, ERP, CRM
 - ❖ Microsoft
- ✓ For SCM certification, lack of resources required partnership
 - ❖ ISM - CPSM
 - ❖ APICS – CSCP, CPIM

APICS CSCP

- ✓ Developed in 2006 by subject matter experts – SAP, Northrop Grumman, BASF, Disneyland, Texas A&M
- ✓ Courseware developed and marketed by Holmes Corporation
- ✓ Four modules
 - ❖ Supply Chain Management Fundamentals
 - ❖ Building Competitive Operations, Planning and Logistics
 - ❖ Managing Customer and Supplier Relationships
 - ❖ Using Information Technology to Enable Supply Chain Management

MSUM's Role



- ✓ APICS recommendation
 - ❖ Self study
 - ❖ Interactive web based learning system
 - ❖ Classroom instruction
- ✓ Offer 40 hour instructor-led course thru continuing education
- ✓ Started in 2008 but not much demand
- ✓ Off to a good start in 2011

10:45 AM - Session 3



Qing Hu, PhD

Professor, Supply Chain & Information System

College of Business

Iowa State University

qinghu@iastate.edu

IOWA STATE UNIVERSITY

Innovative Methods in Building Industry Relationships & Program Marketing

Current Profile

Program	Y/N	Year Started	Fall 2010 Enrollment	Online Degree (Y/N)
BS/BA degree in SCM	Y	1984	173	N
BS/BA degree with Concentration in SCM/OM	N			
Masters degree in SCM	N			N
MS/MBA with Concentration in SCM/OM	Y	2004	10	
PhD with Concentration in SCM/OM	Y	2009	5	N

Area	Y/N	Year Started	Focus Area
SCM Center	N		• x
Certificate Program	N		• x
Industry Advisory Board	Y	2010	• Logistics and Operations in Fortune 100 Firms

Increase Industry Participation via Exec. Adv. Cocl.

✓ How does EAC help?

- ❖ Sounding board for new ideas on curriculum
- ❖ Showcase for student talents
- ❖ Showcase for faculty research
- ❖ Showcase for innovative programming
- ❖ Opportunities for guest speakers
- ❖ Opportunities for research grants
- ❖ Opportunities for live case teaching
- ❖ Increased internship opportunities
- ❖ Increased recruiting activities

Experiences So Far ...

✓ How to make EAC engaged?

- ❖ Recruit high impact companies
 - Major firms that recruiting our students
- ❖ Recruit high profile executives
 - VP or higher preferred
- ❖ Recruit successful alumni
 - Most loyal and dedicated members
- ❖ Recruit potential donors
 - Best place to get future donors involved
- ❖ Establish clear goals and action plan
 - Develop a set of goals and action plan for each meeting
- ❖ Treat EAC as part of the department
 - Include EAC in the department updates
- ❖ Choose meeting time carefully
 - Pre career fair dates have been most acceptable

University of Michigan



Eric Olson

MSCM, Program Manager

Ross School of Business

University of Michigan

erico@umich.edu



Innovative Methods in Managing Industry Relationships

Current Profile

Program	Y/N	Year Started	Fall 2010 Enrollment	Online Degree (Y/N)
BS/BA degree in SCM	N	--	--	N
BS/BA degree with Concentration in SCM/OM	Y	1973	*1132	
Masters degree in SCM	Y	2009	* 18	N
MS/MBA with Concentration in SCM/OM	Y	1924	*1009	
PhD with Concentration in SCM/OM	Y	1935	*106	N

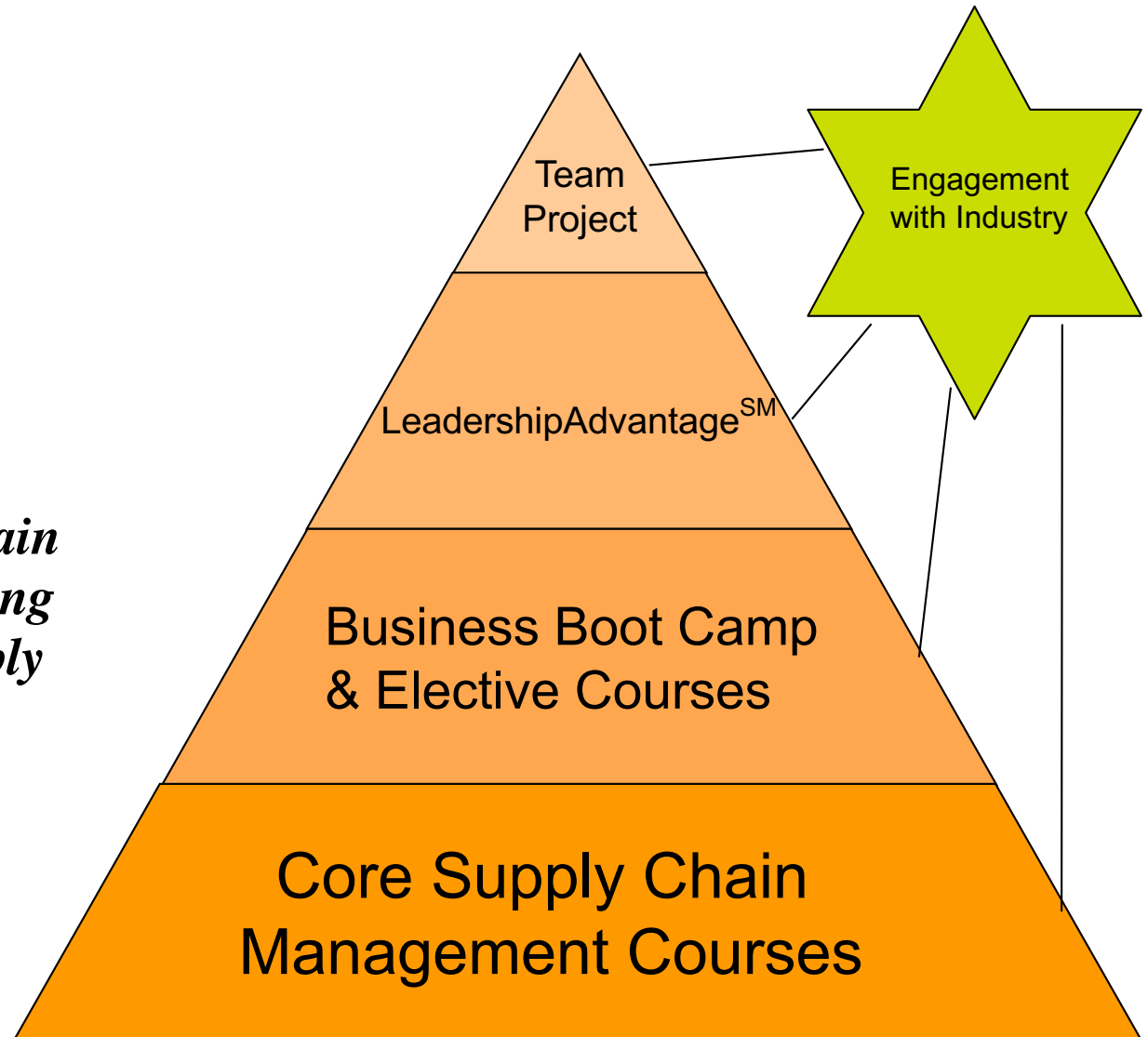
*- total # enrolled in program

Area	Y/N	Year Started	Focus Area
SCM Center	N		
Certificate Program	N		
Industry Advisory Board	N	2007	• Program Development & Student Engagement

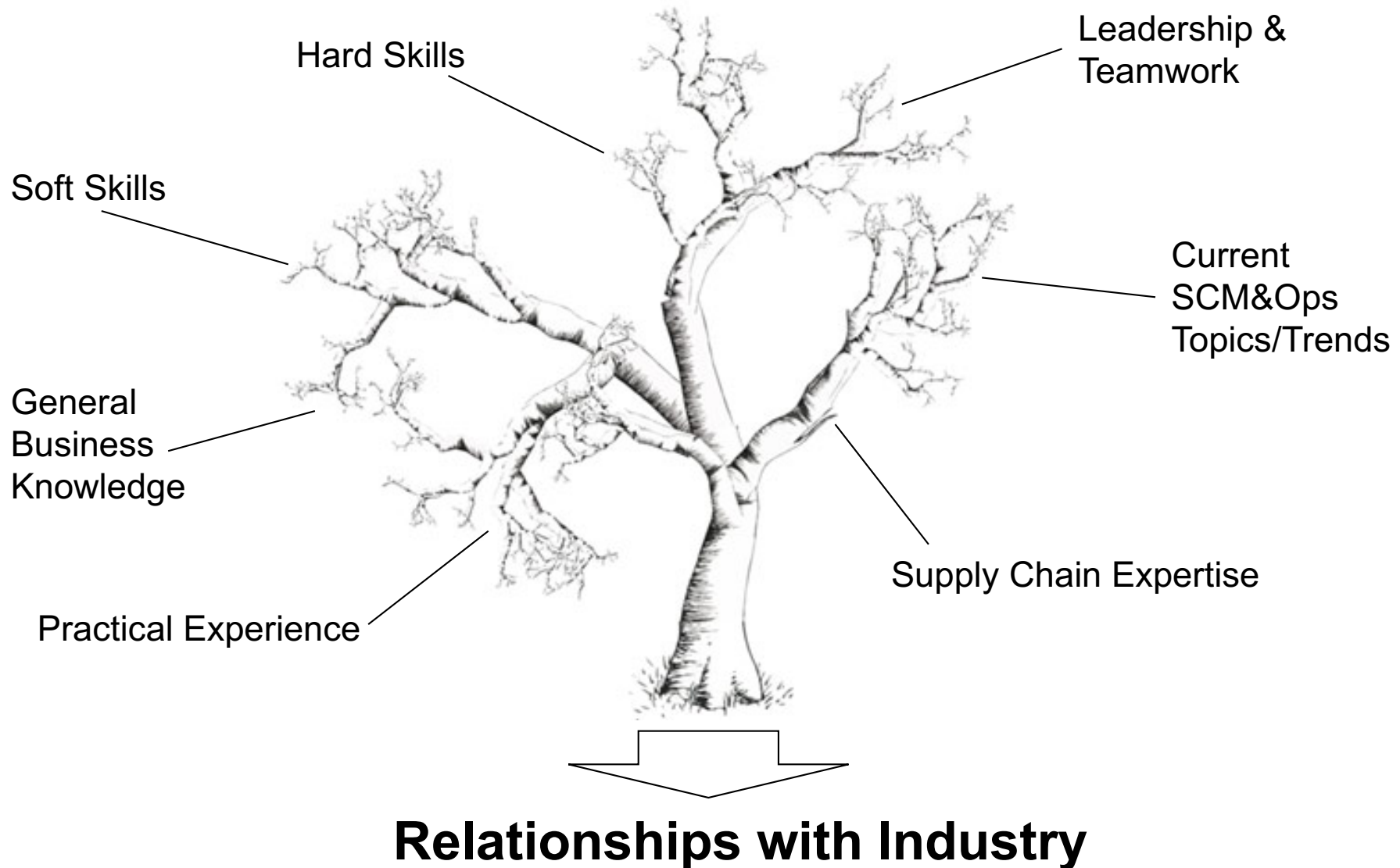
The Ross MSCM – Program Overview



The mission of the MSCM program is to attract & train future leaders for achieving excellence in global supply chain management.



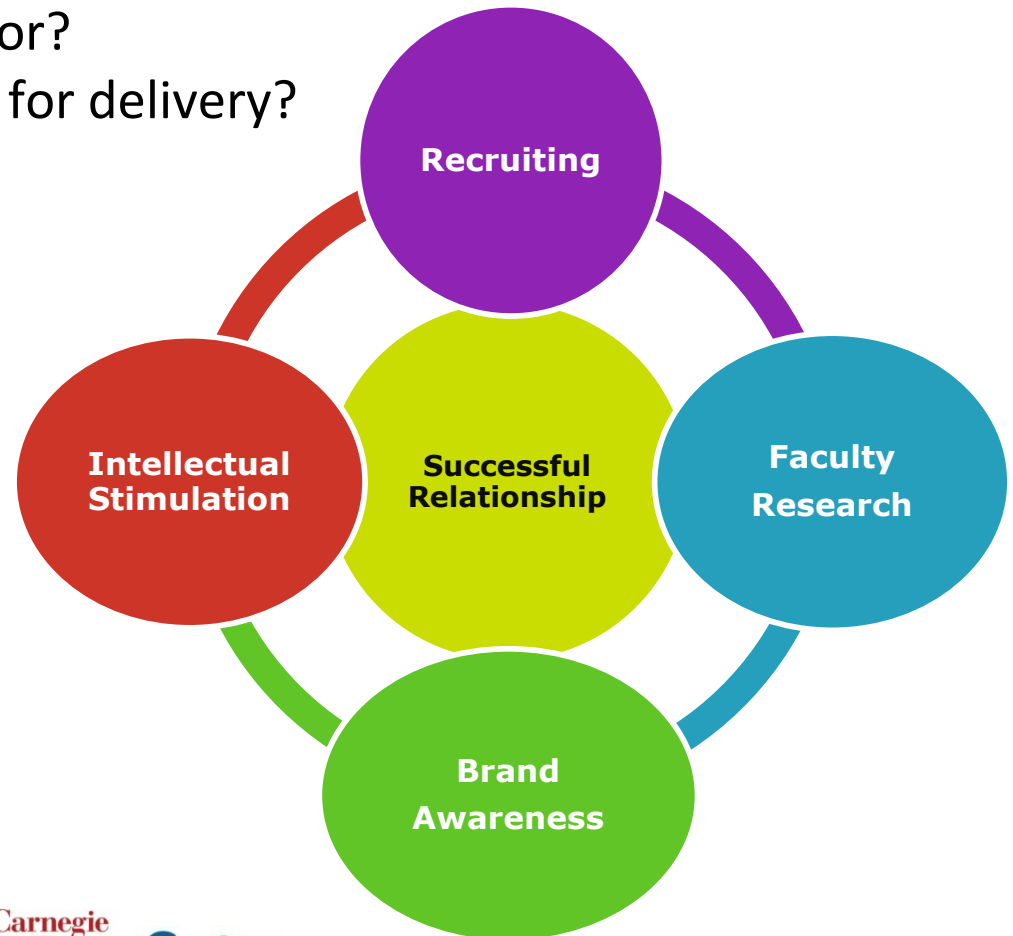
The MSCM Experience



Elements of a Winning Relationship w/Industry

✓ Start off RIGHT:

- ❖ Clearly define need
- ❖ Understand the needs & goals of your partner
 - What are they looking for?
 - What is the right forum for delivery?
 - Who is connected?



Relationships w/Industry @ Ross MSCM

- ✓ Speaker Series
- ✓ Company Site Visits & Tours
- ✓ MSCM Round Table Discussions
- ✓ MSCM Mentorship Program
- ✓ Tauber Institute Mentorship Program
- ✓ SCM & GOC Club Activities
- ✓ Course guest lectures

- ✓ ***MSCM Corporate Advisory Council (CAC)***
- ✓ ***ABL Summer Projects***

MSCM Corporate Advisory Council (CAC)



MSCM Corporate Advisory Council (CAC)

- ✓ 20+ corporate executives
- ✓ Represent all industries
- ✓ Dedicated to the SCM profession

- ✓ What they do:
 - ❖ Advise MSCM program
 - ❖ Sponsor Summer Projects
 - ❖ Mentor MSCM students
 - ❖ Round Table Chats/Networking Luncheons/etc.
 - ❖ Site visits/factory tours
 - ❖ Guest Lectures
 - ❖ Curriculum feedback and audit

Industry Benefits: Why Participate?



Priority access to top students interested in Operations/Supply Chain/Manufacturing-related careers



Multiple opportunities for sponsor/student recruiting



Interaction and association with leading global companies and a leading global University



Access to Operations/Supply Chain/Manufacturing research

Management of CAC – Keys to Success

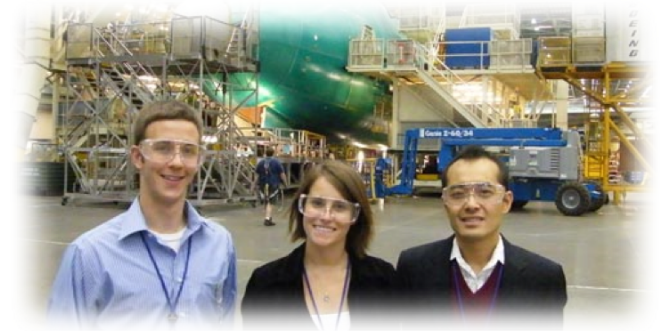
- ✓ Set a Clear Mission
- ✓ Identify the “right” Industry Partners & Players
- ✓ Obtain Buy-In (CAC members & School Admin)
- ✓ Define Rules & Policies for Participation
- ✓ Periodic Performance Reviews
- ✓ Organizational Structure:
 - ❖ CAC Leadership Team
 - ❖ Committees & Subcommittees
- ✓ Transparency
- ✓ Clear line of communication
- ✓ Provide Value to CAC members:
 - ❖ Recruiting students, SCM/OPS faculty access, industry network, continuous learning, opportunity to make a difference for their chosen profession



Action Based Learning (ABL) – Tauber Projects



- ✓ Goal: Provide a hands-on, practical experience
- ✓ Key to Success: Industry Partnership
- ✓ Benefits to Industry Partner:
 - ❖ ROI – High-Impact Project Results
 - ❖ Access to Top Talent - Recruiting
 - ❖ Network Building
 - ❖ Interaction with Faculty
 - ❖ Corporate branding



Closure & Next Steps