Management of operations is an essential element of integrated supply chain strategies. Operations management is designing, implementing, managing, and revising the transformation process of raw materials/services to finished goods/services. The process involves internal systems, which we own and manage, and external systems, which are owned and managed by suppliers.

Michigan State University’s Operations and Supply Chain Management Executive Seminar is committed to being the world’s premier operations seminar. It incorporates teaching and industry-specific exercises designed to focus upon the:

- valuable contribution of operations to integrated supply chain analysis
- use of performance measurement and metrics in problem solving
- importance of product and process design decisions
- effective implementation of the 360-degree leadership model

This seminar is targeted toward mid-level managers working in the operations and supply chain areas. Emphasis is placed upon building their skills, talents, and mastery of critical knowledge to help their organizations achieve sustainable competitive advantage. To that end, seminar topics concentrate on the value-driven approach. The seminar faculty are leaders in business and academia. During the program you will learn to:

- develop a consistent, current, and appropriate baseline of concepts, tools, procedures, and knowledge and learn their practical applications
- become aware of the linkages between value—what the customer wants, strategic intent—how the firm competes in the marketplace, and the capabilities of the operations management/supply chain system
- identify the impact of emerging developments, like configuration management and product postponement, on operations management

The 2002 seminar will be conducted at the James B. Henry Center for Executive Development at Michigan State University. To facilitate a close relationship among participants and faculty, class size is limited. Organizations sending multiple participants are encouraged to split reservations; additional sessions will be presented in the spring and fall of 2003.

We invite you to attend.

Kenneth Boyer, Ph.D., and Steven Melnyk, Ph.D.
Seminar Codirectors

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**Program Overview**

**Topics**

- **Fundamentals of Operations Management**
  - Value, Waste, Value Chain Management and Operations Management
  - Capacity Planning and Management
  - Forecasting, Demand Management, and Demand Planning
  - Inventory – Forms, Functions and Positioning
  - Constraint Management
  - Problem-Solving and Decision Management
  - Solution Implementation and Project Management

- **Keys to Successful Operations Management in the 21st Century**
  - Process Choice, Process Integration, Process Analysis
  - M&M – Linking Mission to Metrics
  - Value Stream Mapping
  - New Product Development
  - Lean Systems
  - Short Cycle Improvement Systems
  - Continuous Improvement
  - Speculation vs. Postponement

- **Information and Technology**
  - E-Business – Implications for Operations Management
  - MRP, MRP II, and ERP
  - APS and Advances in Information Technology
  - Technology Management and Technological Forecasting

- **Effective Integration of Operations Management**
  - Bridging the Gap between Operations Management and Finance/Accounting
  - Making Operations into a Strategic Weapon
  - Change Management
  - 360° Management and Operations Management

- **Managing Operations Beyond the Firm—Supply Chain Management**
  - Integrated Supply Chain and Operations Management
  - World-Class Operations Management
  - Managing the Downstream of the Supply Chain—The New Frontier for Value Delivery
  - Measuring Performance within the Supply Chain
  - New Developments in Supply Chain Design and Management

**Executive Seminar**

September 22-27, 2002

The James B. Henry Center for Executive Development

Michigan State University
Lansing, MI
Learning about Operations Management is a lifelong undertaking. Yesterday’s leading edge is commonplace today, and will be hopelessly out-of-date tomorrow. To succeed and thrive in the environment you need a new approach to learning, an approach that combines theory with practice, planning with execution, and mastery of the basics with a familiarity of the leading edge. That’s why we have designed this seminar to combine lectures, cases, and other interactive, industry-specific exercises and experiences.

You will participate in a program that provides you with an environment in which to ask questions, contribute answers and get assistance from others. Our goal is to give you the tools and information you need to succeed over the long term.

WHO SHOULD ATTEND
Participation is restricted to managers and directors concerned with operational management or planning of key processes within their organizations. All applications will be reviewed to satisfy this requirement. The seminar is designed to facilitate interchange among mid-level managers from a wide variety of organizations and industries.

FACULTY – UNIQUELY QUALIFIED
The program will be taught by a faculty consisting of professors from the Eli Broad Graduate School of Management, and leading industry executives. The Operations Management faculty is considered to be among the top business school faculties in terms of intellectual rigor and industrial insights. The faculty is uniquely qualified in that they offer a mixture of academic and industry faculty form a team that will help you master Operations Management.

PREPARATION
Because of the intensive schedule during the seminar, advance preparation is essential. Participants receive study materials prior to the program. The packet includes a detailed seminar outline, reading assignments, and the operations management text Back To Basics.

SCHEDULE
The seminar begins on Sunday. The initial orientation and planning session begins at 4:30 p.m. at the Henry Center, followed by a reception and dinner. Classes begin each day at 8:00 a.m. Evening sessions are scheduled on Monday and Tuesday. Free time is planned late Wednesday afternoon and evening. The graduation banquet is Thursday evening. The seminar concludes at noon on Friday.

LOCATION
The James B. Henry Center for Executive Development is located at Michigan State University. The complex consists of Candlewood Suites—an extended stay hotel, on-site 18-hole championship golf course, the Management and leading industry executives. The center is connected to the University Club—a private dining and recreational club, a health club and the Henry Center. The Henry Center integrates the latest educational tools and business technologies to offer multidisciplinary, advanced educational opportunities to business teams and professionals of worldwide organizations.

Participants will have private accommodations complete with full kitchen, executive desk, personalized voice mail, and two separate phone lines. Facilities are available for after-class relaxation and informal discussions. Dress is business casual, except for Thursday night’s banquet of which business attire is requested. If an emergency should arise during the week, all participants can be contacted through Executive Development Programs at 800/356-5705—ask for Kathy Stopa or Tricia Walters.

TRAVEL
Participants are responsible for their own travel arrangements to and from the seminar. For those planning to fly, Lansing’s Capital City Airport is 20 minutes from the Henry Center and is served by several major and regional carriers. Participants may also arrive at Detroit’s Metropolitan Airport and drive to Lansing, which is 90 miles from Detroit.

Tuition
Only advance registrations are accepted. The seminar fee is $4,500. However, if paid forty-five (45) days prior to the program start, the fee is $4,050. This fee includes materials, lodging (Sunday through Thursday evenings) and all meals, including a graduation banquet. Each participant is responsible for lodging, if required, prior to or after the seminar, and miscellaneous personal expenses.

The seminar fee is due 15 days prior to the start of the seminar. Participants substitutions or postponement of participation can be made at any time. Refunds for cancellations within 15 days prior to the seminar start are limited to emergency situations and may be subject to a $500 fee.

SEMINAR DATES
The class size will be limited, in order to accommodate increasing requests for seminar space, duplicate sessions will be presented March 23-28, 2003, and September 23-28, 2003.

Advance Registration Application
Operations and Supply Chain Management Executive Seminar
September 22-27, 2002

Fees: ❑ $4,500 to include tuition, meals & lodging
❑ $4,050 if paid by August 9, 2002 (45 days prior to seminar start)

Payment Information: ❑ Check ❑ Visa ❑ MasterCard ❑ American Express
❑ Invoice my Company

Card Type ❑ Check ❑ MasterCard ❑ Visa ❑ American Express
Card Number and Signature ____________
Expiration Date ____________

I understand that any refunds due to cancellation within the 30 days prior to the seminar will be limited to emergency situations and may be subject to a $500 fee.

Tricia Walters
Executive Development Programs
Michigan State University
The James B. Henry Center for Executive Development
3333 Forest Road
Lansing, MI 48910-3831
Phone: 800/356-5705 • Fax: 517/353-0796 • E-mail: walterst@bus.msu.edu
(Please photocopy this form for multiple registrations)