



MARQUETTE UNIVERSITY

**College of Business Administration
Center for Supply Chain Management**

Summary of Corporate and Executive Education Programs and Results

Corporate and Executive Education from Marquette University's Center for Supply Chain Management brings together best-in-class faculty from the College of Business Administration and beyond to deliver highly informative and interactive learning experiences in both custom and open-enrollment programs.

Following are descriptions of a few of our programs. We welcome the opportunity to discuss your management development needs.

Fundamentals of Supply Chain Management

October 21-22, 2009

For early-to-mid-career supply chain professionals, many of whom may have come to their current roles without formal supply chain training. A particular emphasis of this program is on the linkages between the supply chain, supply chain performance and the overall financial performance of the firm.

Evaluations from program attendees (out of 10):

Overall speaker knowledge: 9.3

Overall informational value: 8.6

Level of attendees: Middle-manager/mid-career supply chain professional

Negotiations with an Emphasis on Contracts

March 25-26, 2010

Covers negotiation issues with a series of participant-centered simulations. Topics include the fundamental mechanics of good negotiation, as well as specific topics related to incentives, cognitive biases, and cognitive styles.

Evaluations from program attendees (out of 10):

Overall speaker knowledge: 9.4

Overall informational value: 8.9

Level of Attendees: Middle-manager/mid-career supply chain professional

Direct Supply Business School

June 28-29, 2010 and July 15-16, 2010

This program builds business and leadership skills throughout the organization with the goal of driving business results by creating a common business language, strengthening strategic acumen, and standardizing marketing knowledge and skills. The program design focuses on four core learning modules: supply chain basics (focusing on distribution models), business strategy, strategic marketing and management decision making. The program is delivered using hands-on and instructor-led sessions to achieve a set of mutually agreed upon learning goals.

Evaluations from program attendees (out of 5):

Overall quality of instructors: 4.9

Level of Attendees: Middle-to-upper manager/mid-career professional – cross functional application

Rockwell Automation: Supply Chain Strategy and Practice

Milwaukee, WI: August 23-25, 2011

Twinsburg, OH: September 21-23, 2011

Shanghai, China: December 13-15, 2011

Milwaukee, WI: March 20-22, 2012

Katowice, Poland: May 22-24, 2012

This program aids in the development of a workforce that understands the critical role of strategic sourcing in the firm. Strategic sourcing is seen to encompass functions related to the selection of suppliers and the positioning of productive (manufacturing and distribution) capacity in the supply chain, including an examination of some fundamental aspects of materials management. Topics covered also include issues related to supply chain design and evolution, general firm strategy and social responsibility in supply chain management.

Evaluations from program attendees (out of 10):

Overall quality of instructors: 9.2

Overall program: 8.8

Level of Attendees: Middle-manager supply chain professional.

Participant feedback:

- Real-world application was priceless.
- Instructors were second to none. Top to bottom, class and material were well put together.
- This course offers excellent exposure to the important concepts in this field. I am going to be able to relate to my customer a lot better and I am better prepared to solve problems in my industry.
- This is a fantastic seminar with very knowledgeable facilitators and professors. You will leave being able to immediately apply what you have learned in almost any job/role you have within a company.
- The awareness this class created for me was incredible.
- Made me think about inventory and profit in a whole new way.
- Material was extremely well presented and easily relatable.
- Best overall experience for this topic.
- The course was very informative and allowed cross functional analysis of a variety of supply chain issues. It offered a number of useable tools as well as some very interesting theoretical concepts.
- This course enlightens all of us to how working together can achieve a more fluent supply chain.
- Good overview of supply chain management. Was something in course for all supply chain management disciplines.
- Excellent case examples of real world situations and specific tools a supply chain professional can use to impact his business.

References available upon request.

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