FORMATION CERTIFIANTE

SUPPLY CHAIN

EXECUTIVE CERTIFICATE
SUPPLY CHAIN MANAGEMENT

(FORMATION EN ANGLAIS)

Dates : nous consulter
Durée : 65 heures
Lieu : Compiègne
Tarif : consulter le calendrier
Conditions d'admission : BAC+2 min. et niveau d'anglais B2
Sélection : sur dossier et entretien
Remise du dossier de candidature : nous consulter
Référence produit : SCMEX

LES POINTS FORTS

- Entraînement sur des situations réelles ; pédagogie tournée vers la pratique ; serious game
- Un temps réservé aux questions propres aux spécificités des activités de l'organisation

L'optimisation de la supply chain contribue fortement à la compétitivité de l'entreprise, tout particulièrement lorsqu'elle se concentre sur une demande de plus en plus exigeante, volatile et instable. Cet ensemble de modules de formation vise à répondre aux nouvelles ambitions de la supply chain : adaptation à la demande, continuité numérique et réactivité.

Objectifs

- Expertiser l'adéquation d'une stratégie de supply chain au regard du contexte industriel et économique ;
- Analyser l'impact du positionnement de la barrière entre flux tiré et flux poussé sur la performance de la supply chain des usines, entrepôts et magasins en considérant l'incertitude ;
- Réaliser un master plan ou une planification agrégée ;
- Expertiser l'adéquation d'une chaîne de distribution au regard du contexte économique et industriel ;
- Concevoir et analyser la performance d'un réseau de transport ;
- Définir la méthode de prévision de ventes la plus adéquate au regard du contexte industriel et économique ;
- Prévoir les ventes et évaluer la qualité des prévisions réalisées ;
- Concevoir et dimensionner un entrepôt ;
- Mettre en place des règles de gestion des stocks au niveau de la supply chain et les évaluer (aspect économique et volumétrie) ;
- Mettre en pratique le processus de choix de fournisseurs ; analyser l'impact d'un choix de type de contrat d'une stratégie d'approvisionnement sur la performance de la supply chain ; évaluer la performance d'un fournisseur ;
- Concevoir une supply chain inversée et évaluer sa performance ;
- Définir les indicateurs de performance et évaluer la performance d'une supply chain ;
- Définir la stratégie d'établissement de prix la plus adéquate et calculer un prix optimal.

Public

Professionnels des métiers de la supply chain ou personnes à qui l'on va confier la responsabilité ou la gestion d'une supply chain.

Modalités pédagogiques

Exercices ; études de cas ; ateliers-projets ; serious game.

Modalités d'évaluation

Questions de cours ; cas d'études ; projet ; serious game supply chain; épreuve de synthèse.

Programme

What is a supply chain

- Understand what a supply chain is ;
- Understand the difference between logistics and supply chain management ;
- Discuss the goal of a supply chain and explain the impact of supply chain decisions on the success of a firm ;
- Identify the three key supply chain decision phases and explain the significance of each one ;
- Define supply chain management ;
- Describe the cycle and push/pull views of a supply chain ;
- Understand the different classifications of a supply chain ;
- Define what a responsive supply chain is ;
- Identify careers in supply chain management.

Supply chain performance

- Understand what a competitive strategy is, what a product development strategy and a supply chain strategy are ;
- Define the main different supply chain strategies ;
- Understand strategic fit, and explain why achieving strategic fit is critical to a company's overall success ;
- Define adapted performance measures for a supply chain ;
- Describe SCOR model for the evaluation of supply chain performance ;

Demand Forecasting

- Understand the role of forecasting for both an enterprise and a supply chain ;
- Identify the components of a demand forecast ;
- Forecast demand in a supply chain given historical demand data using time-series methodologies ;
- Analyze demand forecasts to estimate forecast error.

Inventory management

- Describe what an inventory is ;
- Explain why inventory management is important ;
- Understand inventory related costs ;
- Describe the different types of inventory ;
- Describe different measures of product availability ;
- Understand the role of safety inventory in a supply chain ;
- Identify factors that influence the required level of safety inventory ;
- Utilize available managerial levers to lower safety inventory without hurting product availability.

Replenishment strategy

- Understand different replenishment strategies ;
- Choose the most adapted replenishment strategy for a given product ;
- Balance the appropriate costs to choose the optimal lot size and cycle inventory in a supply chain ;
- Understand the impact of quantity discounts on lot size and cycle inventory ;
- Devise appropriate discounting schemes for a supply chain ;
- Understand the impact of trade promotions on lot size and cycle inventory ;
- Identify managerial levers that reduce lot size and cycle inventory in a supply chain without increasing cost ;
- Understand ABC inventory control.

Master Planning and Aggregate planning

- Understand the importance of master planning as a supply chain activity ;
- Describe the information needed to produce an aggregate (master) plan and the outputs obtained ;
- Explain the basic trade-offs to consider when creating an aggregate plan ;
- Formulate and solve basic aggregate planning problems.

Distribution Network

- Determine the key factors to be considered when designing a distribution network ;
- Understand the strengths and weaknesses of various distribution options ;
- Understand new trends in distribution networks ;
- Choose best fitting distribution network.

Transportation network
- Understand the role of transportation in a supply chain ;
- Evaluate the strengths and weaknesses of different modes of transportation ;
- Identify costs related when designing a transportation network.

Supply chain network design
- Comprehend the importance of network design in a supply chain ;
- Determine the factors influencing supply chain network design decisions ;
- Understand the proposed approach and method for making network design decisions ;
- Use optimization (mathematical programming) for facility location and capacity allocation decisions ;
- Include uncertainty in supply network design.

Pricing
- Understand the role of pricing in a supply chain ;
- Describe different pricing strategies ;
- Identify conditions under which each pricing strategy including revenue management tactics can be effective ;
- Describe trade-offs that must be considered when making pricing and revenue management decisions.

Warehouse management
- Explain why warehouse management is important ;
- Describe different warehouse typologies ;
- Understand the warehouse basic operations ;
- Define warehouse management ;
- Understand warehouse design and sizing.

Sourcing Management
- Understand the role of sourcing in a supply chain ;
- Discuss factors that affect the decision to outsource a supply chain function ;
- Describe different sourcing strategies ;
- Identify dimensions of supplier performance that affect total cost ;
- Describe different types of auctions and understand basics of negotiations ;
- Understand importance of risk sharing ;
- Describe different types of contracts ;
- Understand different supplier management techniques.

Reverse Logistics and closed loop supply chain
- Explain what reverse logistics is ;
- Describe the main actors in a reverse logistics chain ;
- Identify the main activities in a reverse logistics chain ;
- Understand a proposed method for reverse logistics design.

INTERVENANTS

Nos intervenants sont issus des secteurs économiques publics, privés, académiques et professionnels. Ils comptent généralement plus de 10 ans d'expérience professionnelle dans leur domaine d'expertise.