Global Supply Chain Management
Building competitive advantage across borders

April 24-26, 2013 (Wednesday-Friday)
IE Business School campus, Madrid, Spain

www.ie.edu/internationalprograms
“Management and entrepreneurship creates growth, wealth, and development in society; it also creates jobs, catalyses innovation and improves living conditions... We need more and better managers and entrepreneurs, and IE Business School is prepared to take on the formidable but captivating challenge.”

- Santiago Iñiguez, Dean of IE Business School

Fully recognized by the three principal international accrediting bodies in the field of business education.

IE Business School is consistently ranked among the top business schools worldwide by international financial and economic media groups:

WORLDWIDE: by QS Intelligence Unit, MBA Programs (July 2012)

WORLDWIDE: Online International Executive MBA (Feb. 2010)

WORLDWIDE: Executive MBA (Nov. 2011)

WORLDWIDE: Customized Executive Education (Nov. 2011)

WORLDWIDE: Executive Education (Oct. 2011)


WORLDWIDE: Master in Management (Sept. 2012)

WORLDWIDE: “Beyond Grey Pinstripes” Sustainability & Ethics Ranking (Sept. 2011)
WHY IE BUSINESS SCHOOL

IE Business School is one of the world’s best international business schools. A pioneer in business education, we train tomorrow’s business leaders, shaping them with an innovative approach and acting as a catalyst for the creation of new businesses.

We offer Executive Education Programs that develop the vision, skills and management capabilities required by executives to meet the many and varied challenges they face both today and in the future.

The recognized prestige of our teaching faculty, the degree of excellence of our academic programs and our international focus have always been the foundation of our learning model that has placed IE Business School’s Executive Education Division among the best in the world.

We invite you to come on-board and benefit from an excellent learning environment that nurtures high-caliber talent both professionally and personally.

www.ie.edu/internationalprograms
Global Supply Chain Management
Building competitive advantage across borders

OVERVIEW
With product lifecycles shortening and international competition mounting, much of the success of companies today depends on revolutionizing their operations strategy. Firms need to integrate their supply chain components into a well-defined system, which produces efficiencies and allows the delivery of the right product to the right market at the right time.

Global Supply Chain Management is an intensive three-day international executive program for operations managers who are looking to improve their organizations’ performance through the successful integration of all components of their supply chain. The program is taught by IE Business School’s renowned academics in the field, who will provide participants with tools and best practices for streamlining their operations and consequently, for gaining competitive advantage across borders.

OBJECTIVES
The program focuses on the main functions of global supply chain management: facilities, inventory, logistics, and distribution, making special emphasis on the critical sourcing or procurement function. It addresses these key issues through the in-depth analysis of, and interactive discussions on, manufacturing excellence examples from successful firms worldwide.

Participants will be able to:
• Design a supply chain strategy that fits in a dynamic and fiercely competitive global setting and positions their company for growth
• Build and maximize supply chain communication, collaboration and trust in a cross-cultural and interdisciplinary environment
• Enhance their negotiating skills in intercultural contexts through a negotiation workshop
• Identify supply chain risks and learn how to forecast them
• Improve sourcing and procurement by developing strategic partnerships and outsourcing networks
Global Supply Chain Management
Building competitive advantage across borders

CONTENT
Key topics include:

**Concepts in Supply Chain Management**
- The meaning of Supply Chain Management
- Logistics and Marketing
- Handling multiple pipelines and the lean-agile approach

**The Global Supply Chain Strategy**
- Redesigning the procurement function
- Building effective alliances and global networks

**The Techniques for Negotiating in the Supply Chain**
- The task of creating mutual value vs. the task of maximizing self value
- Renegotiating contracts (workshop exercise)
- Intercultural negotiations

**Integrated Product-Process Design and Innovation**
- How product design supports supply chain flexibility and encourages supplier-led innovation
- How to manage change from build-to-forecast to build-to-order supply chains

PARTICIPANTS
Executives directly involved in the supply chain process or in charge of delivering supply chain services to their customers, such as:
- CEOs
- General Managers responsible for managing customer-supplier relations
- Functional Managers
- Divisional Managers
- Business Development Managers
- Chief Project Officers, Project Managers and Project Team Members
- Consultants in Supply Chain Management, Project Management and Organizational Change

FACULTY

**ENRIQUE OGLIASTRI**
- Professor at IE Business School and INCAE Business School (Costa Rica); Visiting Professor at Universidad de los Andes (Colombia), Harvard University, Toulouse Business School (France), University of Nancy (France), and Ajiken (Japan)
- Consultant on Strategic Planning and Negotiations
- Author of eighteen books
- PhD in Organizational Theory and Master in Social Psychology, Northwestern University (USA); MBA, IESE Business School (Spain)

**ANGEL DIAZ**
- Director of PhD Programs at IE Business School; Visiting Professor at the University of Texas (USA) and Jiao Tong University (China)
- PhD in Business Administration, University of Maryland (USA); MSc in Management Science, Cranfield Institute of Technology (UK); BSc in Mechanical Engineering, Simón Bolívar University

**LUIS SOLIS**
- Associate Dean for external faculty at IE Business School
- PhD in Manufacturing Management and Engineering, University of Toledo (USA); MBA and MSc in Industrial Engineering, Tecnologico de Monterrey (Mexico); Colloquium on Participant-Centered Learning, Harvard Business School
INTERNATIONAL EXECUTIVE PROGRAMS
ACADEMIC YEAR 2012-2013

Agreements are available for both an individual and a group of executives from the same firm who wish to combine two or more programs from any track.

**SKILLS DEVELOPMENT TRACK**
- Innovative Leadership: Winning skills for you and your team, April 17-19
- Executive Negotiation Workshop: From experienced to expert negotiator, May 6-9
- Communication Skills and Public Speaking Workshop: Becoming a confident and persuasive Presenter, May 27-29
- Change Management Workshop: Changing minds and minding change, June 5-7
- Global Leadership for Women: Empowering your effectiveness as a leader, June 12-14
- Cutting-Edge Decision-Making Tools: Equipping leaders for managing risk, complexity and uncertainty, June 19-21

**MARKETING & SALES TRACK**
- The Strategy and Tactics of Pricing: A guide to growing more profitably, April 24-26
- Effective Key Account Management: Developing key accounts for optimal growth and client retention, May 27-29
- Marketing Strategy in Business Markets: Transforming your marketing strategy into winning marketing Tactics, June 5-7
- Building a Customer-Centric Organization: Outperforming your competition in profitability, June 12-14

**FINANCIAL MANAGEMENT TRACK**
- Beyond Valuation: Impact of behavioral finance and debt restructuring in valuation, February 18-20
- Finance and Accounting Workshop for Non-Financial Managers: Analyzing opportunities, assessing risk and estimating your impact, April 24-26
- Corporate Finance: Connecting financial activity to strategic goals, May 6-8
- Cross-Border Mergers & Acquisitions: Getting them right, June 19-21
- Islamic Finance: Investing tools for the banking future, 4 days in June / Jeddah, Saudi Arabia

**OPERATIONS MANAGEMENT TRACK**
- Global Supply Chain Management: Building a competitive procurement and negotiation platform, April 24-26
- Leading Project-Driven Organizations: Creating strong capabilities for organizational change and Transformation, May 27-29

**SPECIALIZED MANAGEMENT PROGRAMS**
- Effective Management for Security Professionals: Establishing the security role as an enabler for business success, June 4-6
- Management Fundamentals and Skills for Scientists and Researchers: Linking science to business, October 2013 to March 2014 / Blended
- China: An Inside View: Accelerate your business success, 4 days in May 2013 / Beijing, China
Global Supply Chain Management is an open enrolment program. To reserve a slot, simply register online by visiting the program webpage here. Alternatively, you can ask for the registration form via email: krysta.martinez@ie.edu.

**PROGRAM DATES AND FEE**
Global Supply Chain Management
Program Dates: April 24-26, 2013
Fee: € 3.800

Special concessions are available for IE Alumni, groups of executives attending from the same organization, executives registering for more than one program, and early-bird inscriptions.

The program fee of 3.800 € covers tuition, course materials, all coffee breaks and lunches during the program.

Fees do not include accommodation. If you wish, we would be happy to make a reservation for you at one of the hotels within walking distance of our premises and with which we have special agreements.

Payment is due within 30 days of the invoice date or upon receipt of the invoice if admission is within 30 days prior to the start of the program. Cancellation policies are outlined in the information provided to applicants upon admission.

**FOR MORE INFORMATION**
Contact:
Krysta Martínez
krysta.martinez@ie.edu
Tel.: +34 91 568 95 70

Visit our website:
www.ie.edu/internationalprograms

Follow us on:
- [IE BusinessSchool Executive Education](https://www.linkedin.com/company/iebusinessschool)
- [@IEExecEducation](https://twitter.com/IEExecEducation)
- [IE Business School Executive Education](https://www.facebook.com/IEExecutiveEducation)
- [IE Executive Education](https://www.youtube.com/IEExecutiveEducation)