Supply Chain Risk Management

World-class SCM training in English  供应链风险管理 - 国际专家英语授课
✓ Hands-on learning ✓ Simulation System
✓ Role-playing ✓ SCOR/SCRM core

Overview

Recession, oil price volatility and the sheer complexities of managing large-scale world-wide supply chains are converging to deeply impact companies of all sizes. More than 80% of Fortune 1000 companies experienced supply disruptions in the past 24 months that negatively impacted their customer relations, earnings, time to-market cycles, sales, and overall brand perceptions. Skills, sufficient market intelligence and information systems, and established metrics and procedures for assessment is essential to effectively predict, mitigate and manage supply risks.

The ability to systematically approach & better manage global supply chain risk has led to the concept of The Resilient Enterprise -- an increasingly important strategic and operational imperative in the face of an escalating risk environment.

This course explores methods to build enterprise resilience from multiple perspectives:

1. the perspective of the supply chain planner who has concerns about how to assess strategic & operational risks

2. the perspective of the supply chain operations director who must help the enterprise adapt to day to day uncertainties in demand & supply....

3. the perspective of supply chain customers who are concerned about how to ensure day to day business continuity; and also how to cope with low probability but high impact events such as a terrorist attack or earthquake.

This course will introduce the student to the state of the art tools in use to map and manage supply chain risk, in addition to supply chain risk management skills.
SCRM is a hands-on course that develops skills via practice and simulation. We’ll review the basic concepts of business and supply chain risks, examine best practice companies that have become more Resilient Enterprises through aggressive adoption of formal corporate supply chain risk management programs, such as Shell, Dow Chemical and Boeing. We’ll explore the supply chain dimensions of extreme events such as a hurricane, terror attack or a pandemic and assess and analyze the risk presented from environmental factors and develop ways to reduce the impact of these major events. Then, we’ll provide a full day on supply chain risk mapping tools and techniques, focusing on the Risk Simulator and analytics of DRK Research, with a framework and process consists of a set of disruption predictors, to better understand the drivers that create supply disruptions and mitigate the risk more proactively.

**Objective**

- Provide the student with exposure to the concept of Supply Chain Risk Management as an emerging business discipline of crucial importance.
- Demonstrate how the student can use systematic approaches, such as the Supply Chain Council Operations Reference Model (SCOR) to assess overall supply chain risks.
- Enable the student to conduct more detailed supplier risk appraisals using the DRK Supply Chain Risk Framework & associated Risk Simulator Software to conduct a corporate supplier risk / resilience audit.
- Provide a hands-on role-play exercise for the student on managing supply chain extreme events in support of key learning objectives.
- Reflect on the spectrum of concepts and practices and determine critical lessons learned in regards to the nature and management of supply chain risk.

**Who is it for**

All Purchasing and Supply Chain Management professionals

Lecture - Introduction To Course

Lecture - Supply Chain Risk Management Concepts, principles and frameworks

Case Analysis: “Caterpillar Plant Damaged”, (Class handout)

Break out Case Discussion - Responding To Disruption: The Caterpillar Disaster (Groups will break out and answer Case Questions and present their answers)

Lecture - Customer of Choice Theory

Break out - Relationships Matter: The Ford Case (Groups will break out and answer Case Questions and present their answers)

Lecture - Using The SCOR Reference Model To Manage Risk: Best Practices and Value at Risk

Directed Reading and Analysis:

i. Mirror, Mirror, by Carlos Gordon
ii. Are you a customer of choice?, by Tim Minahan
iii. Ford Gets Cut Off by a Top Supplier As Detroit Squeezes Parts Makers
iv. Managing Risk in Your Organization with the SCOR Methodology

第二天 Day 2. Managing Extreme Supply Chain Events 如何管理极端供应链事件

Lecture – Market Turbulence and Risk

Lecture - Environmental Assessment – estimating likelihood and impact of high impact, low probability events.

Break out Discussion – Calculating Turbulence and VaR

Analysis:

DRK Environmental Assessment Method (Class Handout)

Supplier Network Risk Management in Turbulent Environments (Class Handout)

Break out Discussion - Environmental Assessment Case: (Groups will break out and develop environmental risk assessments and present their results)

Analysis - DRK Environmental Assessment Method Cases (Class Handout)

第三天 Day 3. Assessing & Auditing Supply Chain Risk 评审估算与测绘供应链风险

Hands-on workshop using Risk Simulator Software in Supply Chain Council Black Belt In Risk Management for Supply Chain Risk Management assessment, audit, principles and practices
Kevin McCormack, DBA

Summary of Experience 从业经验

Dr. McCormack is a well-recognized expert in Supply Chain and Operation Management with over 30 years of experience in business leadership, teaching, research, and consulting. He has held management positions in the food, beverage, chemical, consumer products and the information technology industries in the U.S. and Europe. He is currently CEO of DRK Research and Consulting, LLC and a Professor at Northwood University and Skema Business School.

Dr. McCormack’s experience covers many industry segments and a broad range of business processes. He has been a member of and has successfully conducted engagements with government and major companies in industries including:

- **食品行业** Food -- Kraft, Cargill, General Mills, Maxwell House, CafeHag, General Food
- **林木行业** Forest products -- Columbia Forest Products, Warner-Lambert,
- **石油化工** Chemical /Petro -- Phillips Petroleum, Chevron-Phillips, Suncor Energy, Dow Chemical, Borden Chemical, Mobil Chemical, CPC International,
- **消费品** Consumer -- Wal-Mart, Campbell’s, PepsiCo, Philip Morris,
- **高科技** High tech -- Microsoft, Intel, Tektronix, Fairchild Industries Texas Instruments,
- **金融** Finance -- Standard Charter Bank, California Public Employees Retirement System (CalPERS)

---

Instructor Profile 讲师简介

凯文·麦柯尔迈，工商管理博士

**Summary of Experience 从业经验**

Dr. McCormack is a well-recognized expert in Supply Chain and Operation Management with over 30 years of experience in business leadership, teaching, research, and consulting. He has held management positions in the food, beverage, chemical, consumer products and the information technology industries in the U.S. and Europe. He is currently CEO of DRK Research and Consulting, LLC and a Professor at Northwood University and Skema Business School.

Dr. McCormack’s experience covers many industry segments and a broad range of business processes. He has been a member of and has successfully conducted engagements with government and major companies in industries including:

- **Food** -- Kraft, Cargill, General Mills, Maxwell House, CafeHag, General Food
- **Forest Products** -- Columbia Forest Products, Warner-Lambert,
- **Chemical/Petro** -- Phillips Petroleum, Chevron-Phillips, Suncor Energy, Dow Chemical, Borden Chemical, Mobil Chemical, CPC International,
- **Consumer** -- Wal-Mart, Campbell’s, PepsiCo, Philip Morris,
- **High Tech** -- Microsoft, Intel, Tektronix, Fairchild Industries Texas Instruments,
- **Finance** -- Standard Charter Bank, California Public Employees Retirement System (CalPERS)
Professional Attainment / Education Background  专业及教育背景和著作成果

Dr. McCormack has developed and delivered courses in Supply Chain Management, Information Technology and Operations Management at the graduate and undergraduate level as professor and as corporate trainer for companies such as Visteon, Siemens, GSK, Bayer, US Air force, US Marine Corps and many others in the U.S., China and Europe. He was Adjunct Professor in the College of Management at North Carolina State University, University of Maryland and University of Oklahoma.

He holds degrees in Chemistry, Engineering, an MBA and a DBA. His area of research is inter-firm and inter-functional interactions. He has published 6 books including: “Supply Chain Management”, “Supply Chain Risk Management” and “Business Process Orientation”, and over a hundred articles in publications such as “Business Process Management Journal”, “Benchmarking: An International Journal” and several others.

He is a member of the Association for Information Systems (AIS), the Supply Chain Council (SCC), the American Production and Inventory Control Society (APICS), and the Institute for Operations Research and the Management Sciences (INFORMS).

Dr. McCormack was also a key member of the research team to incorporate risk into the Supply Chain Council SCOR model.

<table>
<thead>
<tr>
<th>时间 / Time</th>
<th>3 天</th>
<th>3 days</th>
</tr>
</thead>
<tbody>
<tr>
<td>形式 / Method</td>
<td>讲课 + 案例讨论 + 模拟系统练习和讲解</td>
<td>Lecture + case discussion + practice and system simulation</td>
</tr>
<tr>
<td>语言 / Language</td>
<td>全英语授课 + 英语教材，系统和讲义</td>
<td>English</td>
</tr>
<tr>
<td>地点 / Venue</td>
<td>ISM China 上海培训中心</td>
<td>ISM China Shanghai Training Center</td>
</tr>
<tr>
<td>注意 / Note</td>
<td>学生必须备能无线上网的笔记本电脑</td>
<td>Notebook computer with wireless Internet is required</td>
</tr>
</tbody>
</table>

报名咨询 Inquiry and Registration:  ISM China

service@ismchina.org
+86 (021) 5820-9123