

NOVA SOUTHEASTERN UNIVERSITY

Wayne Huizenga Graduate School of Entrepreneurship and Executive Education
Hudson Institute of Entrepreneurship and Executive Education

Best Practices in the e-Supply Chain

Those who ignore the forces of supply chain integration (using the Internet) will only see the gap between them and the leaders widen. The risks of not moving forward are huge.

(Source: Professor Hau Lee, Standard University)

Companies that have mastered the e-supply chain have benefited from higher profit margins, improved customer service and faster response times. The e-supply chain, using the power of Internet technologies to improve supply chain integration and performance, is now essential for survival.

What are leading companies doing to respond to this challenge? What are the results of their efforts? How can you use this information to take action tomorrow?

This program is based upon research and real world experience and not theories or hype. The best practices approaches in this workshop have been proven to provide real results in the U.S. and Europe.

What will you gain?

- An in depth understanding of e-supply chain models, technologies and levers.
- Effective e-supply chain Best Practices strategies – both internal and external.
- Ways of recognizing e-supply chain opportunities.
- Approaches on how to turn opportunities into successful projects and ROI.

(Each participant will receive a student guide, reference material, and the book, Business Process Orientation: Gaining the e-business Competitive Advantage, by Kevin McCormack and Bill Johnson.)

Who should attend?

- SC practitioners assigned to identify e-supply chain opportunities.
- Personnel designated to build the e-supply chains.
- Business leaders responsible for e-supply chain improvement.
- Executive management responsible for e-supply chain investments.

Date:

Thursday, November 1, 2001 (8:00 a.m. – 5:00 p.m.)

Location:

Nova Southeastern University
Wayne Huizenga Graduate School of Business & Entrepreneurship
3100 SW 9th Avenue
Ft. Lauderdale, FL 33315-3025

Registration Fee:

\$495 (includes student materials, certificate of completion, lunch and refreshment breaks)

Course Content:

Session I – *The e-Supply Chain*

- Introduction to e-Supply Chain concepts
- The value proposition for e-Supply Chain – where can it pay off?
- A business process oriented best practice approach
- Latest best practice research results – what's working and what isn't!
- e-SC improvement strategies – internally and externally
- e-Marketplaces and exchanges – how should you participate?
- e-Fulfillment and e-procurement
- The eight e-SC best practice groups that make B2B work

Session II – *e-Supply Chain Best Practices*

- Details of each of the e-SC best practice groups – cutting through the hype.
- Business process oriented components of each group
 - e-SC structures/jobs
 - e-SC measures
 - e-SC processes
 - B2B relationships
 - e-SC technology enablers
 - e-SC best practice case examples
- Barriers to successful e-SC implementation



About the Facilitator

Dr. Kevin McCormack has over 25 years of business leadership and consulting experience in business strategy and leadership, supply chain management, business process engineering, change management, organizational design and information technology. His experience covers many national and international industry segments and a broad range of business processes. He has been a member of or has successfully conducted engagements with major companies in the food, forest products, pharmaceutical, chemical, consumer products, high tech and the plastics industry as well as with several government agencies. Some of Kevin's work experience or clients include Kraft, Philip Morris, CPC International, Cargill, Texas Instruments, USMC, Phillips Petroleum, Columbia Forest Products, Dow Chemical, Warner-Lambert, Standard Charter Bank, Microsoft, Tektronix, Intel, Borden Chemical, California Public Employees Retirement system (CalPERS), Wal-Mart, Fairchild Industries and Pepsi Company.

Kevin holds Chemistry and Engineering degrees from Purdue University, a M.B.A. and a Doctorate of Business Administration. He is President of DRK Research (www.drkresearch.org) and the co-author of *Business Process Orientation: Gaining the e-business competitive advantage*, and the soon to be released book, *Business Process Orientation and Supply Chain Networks: Creating an integrated business network*.

REGISTER me for the Best Practices in the e-Supply Chain

Mail this registration form and payment to *Rita N. Scott, Operations Coordinator*, Nova Southeastern University, Wayne Huizenga School of Business, Hudson Institute of Executive Education, 3100 SW 9th Avenue, Ft. Lauderdale, FL 33315.

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Or call 800-672-7223 ext. 5092 or 954-262-5092 to make your reservation then mail the completed registration form along with your payment.

You can also register on-line at www.huizenga.nova.edu/ExecEd
Contact Rita Scott to receive information about group and discount rates:
scottr@huizenga.nova.edu

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