GLOBAL SUPPLY CHAIN MANAGEMENT PROGRAMME
Empowering you to manage global supply chain networks with greater success
ABOUT THE PROGRAMME

The primary role of supply chain management is increasingly complex, as a result of greater customer sophistication, increasing network fragmentation and the need for greater co-ordination of material, information and cash flows. Simultaneously, increasing amounts of data availability and processing power present opportunities for supply chain design and refinement. Where once supply chains were viewed as tactical, recent research suggests that supply chains are starting to redefine both product design and production technology, and can be sources of competitive advantage.

To address this, Singapore Management University’s Executive Development (SMU-ExD) is partnering with the University of Cambridge Institute for Manufacturing (IfM) to present this programme, entitled **Global Supply Chain Management**.

Led by distinguished faculty, Dr Jagjit Singh Srai, head of the Centre for International Manufacturing (CIM) at IfM, and SMU Professor Shantanu Bhattacharya, this programme aims to capture, share and apply learning from global supply chain networks. Guiding participants through the complexity and uncertainty of the modern supply network and the operational experiences of Asia, they explore the development of supply network resilience. They will also lead discussions on the future of global supply-chain networks as trade-balance, currencies and R&D hubs shift, culminating in a realistic simulation of an Asia-focused cost-effective, resource-sensitive, and flexible supply chain.

WHO SHOULD ATTEND

Senior industry executives from product and service-oriented multinationals, supply chain partners like distribution firms, and consultancies who are currently managing global and Asian supply-chain operations.

* Managing global networks has become increasingly challenging as firms locate critical activities in specific locations and outsource non-core operations, often to low-cost countries. This course describes the key trends in the globalisation of manufacturing networks and supply chains, including new approaches to the design of these increasingly dispersed and fragmented value chains, and how leading firms capture value from their international operations.*

**DR JAGJIT SINGH SRAI**

Head
Centre for International Manufacturing,
Institute for Manufacturing
STEVE WYATT
Executive Director
SMU Executive Development

This one-of-a-kind programme is designed for executives who recognise that business success depends upon mastery of complex supply chain networks, often across multiple borders and partner organisations. The programme combines acclaimed thought-leaders and industry practitioners from both West and East; comparing insights and perspectives on organisation, operation and risk. Throughout the programme, participants are encouraged to draw on their own experiences and reflect on the issues that their organisations are facing, so that everyone contributes to a most exhilarating and practical series of insight-rich discussions.

STEVE WYATT
Executive Director
SMU Executive Development

This role of supply chains as a source of competitive advantage for the firm is increasingly being recognised. Supply chain processes have traditionally been designed to execute firm strategy at the tactical level, but effective supply chain design today can be a critical driver of the bottom line and generate future revenue growth opportunities. This course will enable senior executives to innovate their business model and deliver game-changing performance based on supply chain competencies.

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DR SHANTANU BHATTACHARYA
Doctor of Innovation Programme, SMU
Associate Professor of Operations Management

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SHANTANU BHATTACHARYA

Visiting Associate Professor of Operations Management, Singapore Management University

Shantanu H. Bhattacharya is Visiting Associate Professor of Operations Management at SMU. Prior to this, he was an Associate Professor of Technology and Operations Management at INSEAD from September 2002 to June 2014, and Assistant Professor of Technology and Operations Management at INSEAD from September 1998 to August 2002. His teaching and research interests are in the areas of technology management, operations management, supply chain management and new product and services development. Professor Bhattacharya is a member of INFORMS, has made several presentations on managing uncertainty in the high-technology industry, and his research has appeared in Management Science.

He holds a PhD in Management from the University of Texas at Austin, an MSc in Electrical Engineering from Louisiana State University, Baton Rouge, and a BTech in Electrical Engineering from the Indian Institute of Technology, Bombay in India. Prior to joining SMU and INSEAD, Professor Bhattacharya was an instructor at the University of Texas at Austin.

DR JAGJIT SINGH SRAI

Head Centre for International Manufacturing, Institute for Manufacturing

Jag is Head of the Centre for International Manufacturing, Institute for Manufacturing, University of Cambridge where he completed his PhD in Engineering, Manufacturing and Management. His research and that of his group involves working closely with industry in the analysis, design and operation of international production, supply and service networks.

Current research areas include global value network analysis, service network integration, supply network resilience, sustainable industrial systems network design, and the development of new forms of supply network that support emerging industries. Research projects are cross-sector in nature, but include supply network and industry transformations linked to specific challenges within the pharmaceuticals, food, automotive and aerospace sectors.

MICHIEL CHEONG

Associate Professor of Information Systems (Practice)
Associate Dean, SIS Post-Graduate Professional Education School of Information Systems, Singapore Management University

Michelle's research interests include logistics network design, third party logistics business and trends, supply chain planning and configuration, and spreadsheet modelling of business problems. Michelle has many years of IT development and consultancy experience, having worked with companies in precision engineering, printing and aerospace, developing and implementing enterprise-wide IT systems.

LIM YUN FONG

Associate Professor of Operations Management
Lee Kong Chian School of Business, Singapore Management University

Yun Fong's research centres on workforce management in manufacturing, distribution, and services. He is especially interested in boosting productivity of work teams through cross-training, work-sharing, self-organisation, and effective remuneration. He has served as Cluster Chair of Workforce Management for the The Institute for Operations Research and the Management Sciences (INFORMS) Annual Meetings. His other research interests include warehousing and fulfilment in supply chains. His work has appeared as a keynote paper at INCOM 2009 in Moscow and in major operations management journals, including Operations Research and Management Science.
ABOUT THE INSTITUTIONS

SINGAPORE MANAGEMENT UNIVERSITY (SMU)

Highly regarded for excellence in management practice, SMU is one of Asia’s leading universities. SMU offers an unparalleled wealth of expertise in issues of business and management in Asia, distributed across its six schools (Accountancy, Business, Economics, Information Systems, Law and Social Sciences). The SMU city campus is a modern facility, enabling a technologically integrated learning experience in the heart of the Singapore business district.

Uniquely, SMU represents a fusion of Western and Asian theory and practice, with a strong foundation in our own research of management and business practices in Asia. SMU prides itself on the publication of research papers, its extensive library of teaching case studies and the business relevance of its programmes and courses. SMU emphasises an interactive and practice-driven approach to teaching, combining small classes (that are conducive to dialogues and discussions) with practical experience in which participants apply the knowledge gained. Known as a pioneer in the holistic approach to producing well-rounded, multi-talented programme graduates, SMU also seeks to incorporate leadership and team skills in all programmes.

ABOUT SMU EXECUTIVE DEVELOPMENT

SMU Executive Development prepares participants and organisations to be “Future Ready Now”. Each programme reflects the developments and trends that are reshaping businesses, lifestyles and societies in Asia. Its programmes highlight the skills and understanding required to respond to and shape the changing dynamics of competition, demands of management and nature of leadership.

The role of Asia in the global context is evolving rapidly, matched by the shifting interplay and realignments between individual markets and economies within Asia. Thought leadership from our “Future Ready U” imbues participants with the perspectives to understand the evolutions taking place and develop the confidence to act.

ABOUT UNIVERSITY OF CAMBRIDGE

The mission of the University of Cambridge is to contribute to society through the pursuit of education, learning and research at the highest international levels of excellence. Cambridge is a global university founded in 1209. Its 19,000 student body includes 3,700 international students from 120 countries. Cambridge researchers collaborate with colleagues worldwide, and the University has established larger-scale partnerships in Asia, Africa and America. The University sits at the heart of one of the world’s largest technology clusters. The ‘Cambridge Phenomenon’ has created 1,500 hi-tech companies, 14 of them valued at over US$1 billion and two at over US$10 billion. Cambridge promotes the interface between academia and business, and has a global reputation for innovation.

ABOUT INSTITUTE FOR MANUFACTURING (IfM)

IfM is part of the University of Cambridge. It brings together expertise in management, technology and policy to address the full spectrum of issues which can help industry and governments create sustainable economic growth. It does this through:

- **Research**: IfM develops new ideas and approaches that are relevant to, and informed by, industrial needs.
- **Education**: providing the next generation of manufacturing leaders with a thorough grounding in management and manufacturing technology, based on real industrial experience.
- **Practice**: communicating and applying IfM research to help organisations achieve their strategic goals.

ABOUT CENTRE FOR INTERNATIONAL MANUFACTURING (CIM)

As part of IfM, CIM pursues an extensive programme of research and real-world application of new approaches for the strategic configuration of global value networks, working closely with a community of industrialists, policymakers and academics.