



*SUPPLY CHAIN MANAGEMENT: DRIVING STRATEGIC ADVANTAGE
MANAGING DYNAMICS & INNOVATING THE FUTURE*

MIT, 1 AMHERST ST., ROOM E40-364

JUNE 10-13, 2014

Tuesday, June 10

- 11:30 *Course check-in and informal lunch*
- 12:45 *Welcome and Introduction*
- 1:15 ***Supply Chain Distribution – Interactive Exercise*** – Dr. Chris Caplice and Jim Rice
- 2:45 *Break*
- 3:15 ***Supply Chain Distribution – Analysis*** – Dr. Chris Caplice and Jim Rice
- 4:45 *Adjourn*
- 5:00 *Informal reception – Champions @ The Marriott*

Wednesday, June 11

- 7:30 *Continental breakfast*
- 8:00 ***Logistics Clusters*** – Prof. Yossi Sheffi, MIT
- 9:00 ***Supply Chain Talent Management; GE Case*** – Dr. Shalom Saar
- 1:00 *Lunch*
- 1:45 ***S&OP Case – PCMemoree*** – Dr. Larry Lapid
- 3:00 *Break*
- 3:30 ***Islands of Profit: Segmentation*** – Dr. Jonathan Byrnes
- 5:00 *Adjourn*

Thursday, June 12

- 7:30 *Continental breakfast*
- 7:50 *SCM introduction and information on recruiting*
- 8:00 ***Supply Chain Resilience Introduction – SCREAM*** – Jim Rice
- 8:45 ***Supply Chain Resilience Exercise – SCREAM*** – Drs. Chris Caplice and Shardul Phadnis
- 9:45 *Break*
- 10:00 ***MegaCity Logistics*** – Dr. Edgar Blanco
- 11:30 ***SCREAM Debrief*** – Chris Caplice
- 12:00 *Class Photo, immediately followed by lunch at noon.*
- 1:00 ***Case Discussion: Zara: Fast Fashion*** – Jim Rice
- 2:30 *Break*
- 2:45 ***Global Supply Chain Business Case Simulation*** – Dr. Jarrod Goentzel
- 5:00 *Adjourn*

Friday, June 13

- 7:30 *Continental breakfast*
- 8:00 ***Global Supply Chain Business Case Simulation Debrief*** – Dr. Jarrod Goentzel
- 9:00 ***SC2020: Rethinking Your Supply Chain Strategy***
– Drs. Roberto Perez-Franco and Shardul Phadnis
- 1:00 *Summary*
- 1:15 *Adjournment, followed by a boxed lunch.*