Demand Management in the Supply Chain

- **Location:** Knoxville, Tennessee
- **Duration:** 2.5 Days
- **Tuition:** $3,150 ($3,050 for CSCMP members; $2,677 for UT Supply Chain Forum members) includes meals and lodging.
- **Program fees are subject to change. Check our website:** [http://ExecEd.utk.edu/DemandManagementSC](http://ExecEd.utk.edu/DemandManagementSC) for the latest information.
- **Class size is limited.**

**Participant Profile**
Supply chain management issues are permeating every business in the modern world. As such, The University of Tennessee is offering a series of programs aimed at executives and managers who have experience in the traditional business functions (finance, production, marketing, sales, accounting, engineering, logistics), but want to add to their knowledge of how these functions work together within the company and across companies in the supply chain. Experienced managers and executives (even within logistics) should consider adding this expertise in supply chain management to their personal and professional education.

**Program Overview**
This course presents a framework for how the demand side of the supply chain (i.e. sales, marketing, and channel partners) should interface with the supply side of the enterprise (i.e. operations, logistics, and the supply base). Participants will learn the best practice framework for demand and supply integration (sales and operations planning). They will experience real world examples of what works and what doesn’t work in implementing this cross-functional process. In addition, the components of a world class forecasting process, both quantitative and qualitative, will be covered, including how to measure performance. The participants will learn how to interface this process with product portfolio management and inventory management. The seminar will conclude with best practices for managing change in the journey to a world-class demand supply integration process.

**Key Objectives**
- Understand the best practice model for demand-supply integration, and S&OP (sales and operations planning)
- Experience real world examples of how other firms have implemented this process
- Learn what to do and what not to do when implementing this process
- Understand the basics of world class forecasting, including the best way to measure performance of the forecasting process
- See how this process interfaces with product portfolio management and inventory management
- Learn the best practices for managing the major cultural change required by a true process of demand-supply integration

**Certification**
This course is a required program in the sequence for the Integrated Supply Chain Management Certification or may be taken as a standalone course. For those seeking Integrated Supply Chain Management Certification, there will be a knowledge assessment (test or assignment after completion of the course and participants return to work).

**Distinguishing Features**
- Dr. Mark Moon is the faculty lead for this program.
  Dr. Moon is Chairman of the Department of Marketing and Supply Chain Management.
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Dr. Moon is co-author of the book: Sales Forecasting Management, which is the basis for some material used in the course.

Dr. Paul Dittmann is the other faculty member for this course. Dr. Dittmann is Executive Director of the Global Supply Chain Institute at the University of Tennessee.

Dr. Dittmann is co-author of the book: The New Supply Chain Agenda, which is the basis for some material used in this course.

The course draws on ongoing learning in demand and supply integration that is being facilitated by the University of Tennessee’s Supply Chain Forum, now sponsored by 50 companies.

This course is designed to ensure active involvement of all participants. A balance of best practice theory and application is provided.

Co-sponsored with CSCMP. IAOP Academic Alliance Partner.

This course also counts towards the UT Executive Development Certificate, CSCMP’s SCPro1 certification maintenance (18 CEUs), and APICS recertification.

UT Center for Executive Education is CSCMP’s Approved Continuing Education Provider (ACEP)!. SCPro1 designees can attend UT’s CSCMP co-sponsored supply chain courses to earn CEUs good towards certification maintenance.

This course is available as a customized in house program for organizations.

Faculty
Dr. Mark Moon is Chairman of the Department of Marketing and Supply Chain Management
Dr. Paul Dittmann is Executive Director of the Global Supply Chain Institute.

Facilities
Classes are held in the Center for Executive Education executive classrooms at UT’s Haslam Business Administration Building. These facilities are designed to promote group interaction in an environment conducive to applied discussion, feedback, and the development of relational networks that frequently continue well beyond the on-campus experience.

Accommodations are single-occupancy rooms at the nearby Knoxville Hilton Hotel. Transportation from the hotel to the Center and to dining is provided.

Contact
For more information on the Demand Management in the Supply Chain course, please contact:

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Website
For current information about the Center for Executive Education and its offerings, visit our web site at http://ExecEd.utk.edu.

Related Courses
- Integrated Supply Chain Management Program
- Global Supply Chain Executive Development Program
- Global Supply Chain Foundations
- Supply Chain Performance and Financial Principles
- Supply Chain Relationships and Leadership
- Vested Outsourcing
- Collaborative Contracting
- Strategic Sourcing
- PBL: A Proven Product Support Strategy