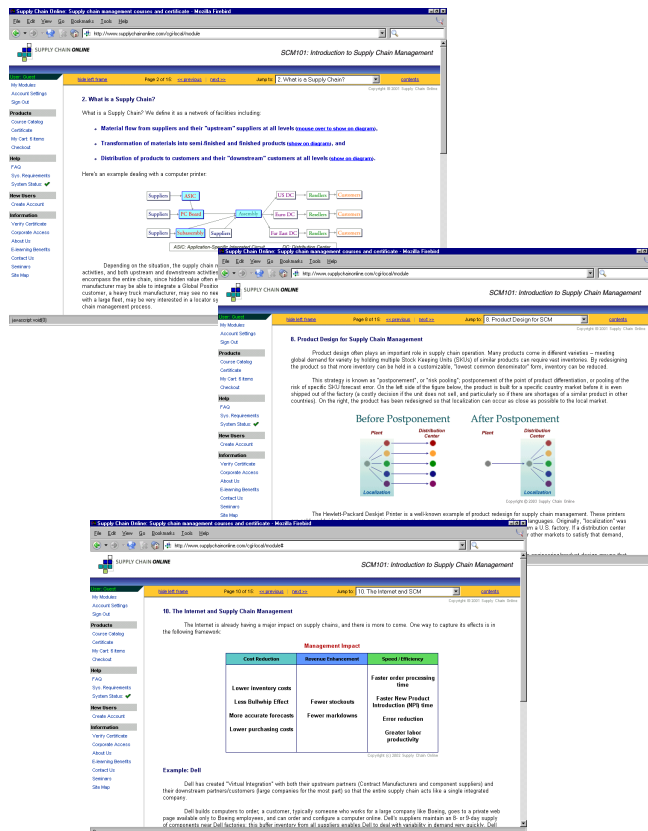


Since its inception in the early 1990's, the field of supply chain management has become tremendously important to companies in an increasingly competitive global marketplace. The term *supply chain* refers to the entire network of companies that work together to design, produce, deliver, and service products. In the past, companies focused primarily on manufacturing and quality improvements within their four walls; now their efforts extend beyond those walls to encompass the entire supply chain.

Why do this? Most of the gains achievable from an internal focus have been realized, while the opportunities that exist through cooperation and collaboration are the new frontier! This module will take you through key elements of supply chain management and provide a background for the concepts covered in our full-length modules.

This module is designed as an introduction to modules SCM102 through SCM106. While it is not strictly a pre-requisite, readers should familiarize themselves with the concepts in this module before moving on to the others.



Course Benefits:

- Provides a brief introduction to all aspects of modern supply chain management
- Demonstrates how win-win strategies can simultaneously improve service and reduce costs and inventory levels
- Introduces all major topics; provides an excellent base for our full-length modules
- An efficient way to gain an overview – takes only 30 minutes, prepares readers for modules SCM102 through SCM106

Contents:

What is a Supply Chain * Three Flows * Supply Chain Management Challenges * Sources of Variability * Build-to-Order, Build-to-Stock, and the Push-Pull Point * Organizational Silos * Tradeoff Curves * The Bullwhip Effect * Product Design for Supply Chain Management * Performance Measures/Metrics * The Internet and Supply Chain Management * B2B Integration * Categorizing Supply Chains and Aligning Strategies

Module Specifications:

- Delivery Method: Online (Internet browser)
- Estimated Study Time: 30 minutes, Approx. 5,400 words

System Requirements:

- Internet Explorer 5.0 or higher **OR** Netscape 4.X or higher
- JavaScript, cookies enabled
- Macromedia Flash 4
- 800 x 600 minimum screen resolution