

# FEBRUARY 2019

## NEWSLETTER

### CENTER for SUPPLY CHAIN RESEARCH @ Lehigh




## February Wrap-up

February was a time for ramping up at the CSCR @ Lehigh. After a little adjustment due to snow, we hosted a successful career reception and lined up a great Exec Ed program for the start of March. We locked in some great speakers for our spring symposium and our social media is gaining traction. Connect with us and share with your colleagues! Don't forget to mark your calendars with some great events right around the corner.



Visit the CSCR @ Lehigh



### Seats are still available in our Supply Chain Management Certificate Program!

Next week, we are kicking off our executive education with 2 classes to broaden your supply chain skill set. Starting on March 7th, we will discuss ways to use supply chain to achieve a competitive advantage. We follow up on March 8th with techniques to improve your forecasting ability and achieve greater operational efficiency at any firm.

The series continues later in the month with essential tools for managing costs and finances on the 28th & 29th and conclude at the beginning of June with a study of logistics and a full look at SCM integration into the enterprise. This is a great program for managers who have been promoted through the ranks as well as executives looking to gain additional operational efficiency.

[For more information or to register, click here.](#)



**LEHIGH UNIVERSITY** **Vistex**  
INSTITUTE FOR EXECUTIVE LEARNING & RESEARCH

### Supply Chain MANAGEMENT CERTIFICATE

MARCH 2019 - JUNE 2019

**Supply Chain Management Certificate**

Intense global competition has created a competitive environment that demands reduced costs, shorter cycle times, enhanced revenues and a constant search for new ways to provide competitive value. By providing a better understanding of value chains, logistic systems, demand and supply chain planning processes, operations and quality systems, and supply networks, the Supply Chain Management Certificate at Lehigh University enables participants to create competitive advantages for their organizations.

**Participants in this program will:**

- Understand how to model the effects of supply chain decisions and actions on a firm's financial performance
- Develop the key attributes of a lean organization and achieve competitive advantage
- Understand value creation for the customer through streamlined supply chain practices
- Link strategic planning requirements with emerging perspectives from suppliers to final customers while incorporating operations requirements over all planning horizons
- Learn to manipulate the tools and methods of strategic sourcing process such as categorizing spend, analyzing supplier markets, developing supplier strategy, and total cost of ownership
- Gain a solid understanding of leading edge tactics, techniques, and best practices
- Learn techniques for efficient transportation management control through an extended supply chain perspective

\*This Certificate Program was designed for current and future company leaders, supply managers, buyers, logistic professionals, supply chain planners, and cross-functional team leaders. Each program may be taken individually or as a series for the full certificate program.

**SPRING 2019**

**MARCH 7, 2019 | 8:30 AM - 4:30 PM**  
**Overview and Principles**  
 Faculty: Zach Zacharia, Ph.D., Professor at Lehigh University

**MARCH 8, 2019 | 8:30 AM - 4:30 PM**  
**Demand, Supply and Inventory Planning**  
 Faculty: Phillip Cohen, MBA, MS, Professor at Lehigh University

**MARCH 28 & 29, 2019 | 8:30 AM - 4:30 PM**  
**Cost and Financial Management**  
 Instructor: Scott Ellis, Ph.D., Professor at Georgia Southern University

**MAY 2 & 3, 2019 | 8:30 AM - 4:30 PM**  
**Lean Six Sigma**  
 Instructor: Darin Martini, Ph.D., Senior Global Manager at Johnson & Johnson

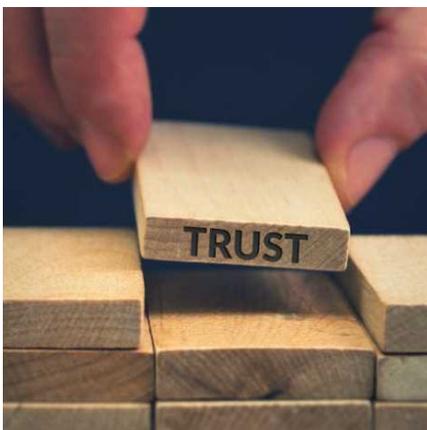
**JUNE 2, 2019 | 8:30 AM - 4:30 PM**  
**Integrated Logistics and Transportation Management**  
 Faculty: Zach Zacharia, Ph.D., Professor at Lehigh University

**JUNE 7, 2019 | 8:30 AM - 6:30 PM**  
**Capstone Experience**  
 Faculty: Zach Zacharia, Ph.D., Professor at Lehigh University

### Thank You To Everyone Who Made The Spring Supply Chain Career Reception A Wonderful Success

On February 21<sup>st</sup>, we hosted an intimate event between our corporate sponsor firms and our top supply chain students. In all, we had about 65 select students and 12 corporate attendees making for an environment where students and employers could get to know each other. To get invited to future career events, reach out to Zach Zacharia ([zaz208@lehigh.edu](mailto:zaz208@lehigh.edu)) or Eric Cosnoski ([eac296@lehigh.edu](mailto:eac296@lehigh.edu)) to find out how to become a corporate

sponsor.



## Keep An Eye Out For Bob Trent's Article In The Supply Chain Management Review's March/April Issue: "Do You Trust Me?"

Trust is at the heart of every supplier-customer relationship and Prof. Trent shares his views on the necessity of looking past the numbers. "The advantages of trust-based relationships are not something that appear on a financial statement or as an accounting line item. When all is said and done, it is ironic that something as seemingly intangible as trust affects so many things that are in fact quite tangible."

The latest issue can be found at [SCMR.COM](http://SCMR.COM)



Register NOW

## 2019 Annual CSCRL Spring Symposium

REGISTER TODAY! April 11th & 12th is the time to get together for the CSCR @ Lehigh's Spring Symposium. We have a great line-up with speakers from B. Braun Medical, Discenza Business Solutions, DiCentral, IBM, DHL Resilience360, Lehigh University, Mercatus Center at George Mason University, NFI Industries, and many more. Our theme will be "Supply Chain Opportunities and Risks in a Changing Global Environment." See the full program and register at <https://cbe.lehigh.edu/centers/lehigh-center-for-supply-chain-research/events/2019-spring-symposium>.

For sponsorship opportunities, please contact Zach G. Zacharia ([zg208@lehigh.edu](mailto:zg208@lehigh.edu)) or Eric Cosnoski ([eac296@lehigh.edu](mailto:eac296@lehigh.edu)).

## Become part of the SCM Club @ Lehigh

It's not too late!!! Students - Get more involved in SCM while building your network and friends. The SCM Club @ Lehigh is a great place to find out current events in supply chain, tour local companies on site visits, get involved with supply chain projects & competitions, and connect with potential employers. Working with the CSCR @ Lehigh, the SCM Club gives you access to a wealth of resources on the professional level.

For more information or to join, contact Reagan Jahn at [rej219@lehigh.edu](mailto:rej219@lehigh.edu).



## Join our Community!

WE NEED YOUR HELP! The center is trying to find out what topics and issues you care about and get to know you on a personal level. By connecting with us on LinkedIn and Facebook, you can find out the latest projects we are working on, get involved with the center, and let us know the topics that keep you up at night. We just rolled out a new site so check it out over the next month and send us a friend request. We look forward to improving our relationship!



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## Thank You for supporting Our Students!



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[CSCR at Lehigh](#)

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