MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

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STRATEGIC SUPPLY CHAIN MANAGEMENT CERTIFICATE

"Building Agile, Resilient, and Competitive Supply Chains for the Future."

Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

Introduction

In today's dynamic global economy, supply chain management has evolved from a support function into a strategic business driver. Companies that master supply chain strategy gain a distinct competitive advantage through improved agility, cost efficiency, customer satisfaction, and risk resilience.

The Strategic Supply Chain Management Certificate course provides a comprehensive understanding of how to design, manage, and optimize modern supply chains. It focuses on integrating supply chain strategy with business goals, leveraging technology, and managing supplier relationships to achieve operational excellence. Participants will explore frameworks for demand forecasting, inventory optimization, logistics coordination, and sustainability practices that shape the supply chains of the future.

Objectives

By the end of this course, participants will be able to:

- Understand the strategic role of supply chain management in organizational success.
- Develop and implement end-to-end supply chain strategies.
- Apply demand planning, forecasting, and inventory control techniques.
- Optimize logistics, warehousing, and distribution networks.
- Integrate digital tools and data analytics into supply chain operations.
- Manage supplier relationships and strategic sourcing.
- Design sustainable and resilient supply chain systems.
- Evaluate supply chain performance using key metrics and KPIs.

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Why Attend

The supply chain landscape is rapidly transforming due to globalization, technological advancements, and disruptions. Professionals who understand how to strategically align supply chain operations with business goals are in high demand.

This course equips participants with the strategic insight and analytical tools required to lead supply chain transformation. Through a blend of theory, case studies, and practical frameworks, you'll gain the ability to make informed decisions that improve performance, profitability, and competitiveness in volatile markets.

Target Audience

This program is ideal for:

- Supply Chain Managers and Directors
- Logistics and Operations Professionals
- Procurement and Purchasing Specialists
- Business Analysts and Process Improvement Experts
- Distribution and Warehousing Managers
- Project Managers involved in supply chain projects
- Professionals seeking certification in strategic supply chain leadership

Individual Benefits

- Strengthen your expertise in modern supply chain management.
- Learn to align supply chain design with corporate strategy.
- Gain practical tools to manage risk, cost, and sustainability.
- Improve analytical, leadership, and decision-making skills.
- Enhance your credentials with a recognized professional certificate.
- Expand your career opportunities in logistics and supply chain leadership roles.

Organizational Benefits

- Achieve greater efficiency and cost savings across the supply chain.
- Improve coordination between procurement, logistics, and operations teams.
- Enhance customer service and market responsiveness.
- Build resilience against disruptions and supply chain risks.
- Foster innovation and continuous improvement within supply operations.
- Develop a strategic, data-driven culture across the organization.

Instructional Methodology

The course uses a highly interactive, results-oriented approach through:

- Instructor-led lectures and strategy-based discussions
- Group workshops and problem-solving exercises
- Real-world case studies and global best practices
- Simulation of supply chain scenarios and decision-making challenges
- Peer collaboration and strategic planning activities
- Continuous feedback and applied learning assignments

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Course Outline

Module 1: Introduction to Strategic Supply Chain Management

Module 2: Supply Chain Design and Strategic Alignment

Module 3: Demand Forecasting and Inventory Optimization

Module 4: Procurement, Sourcing, and Supplier Collaboration

Module 5: Transportation, Warehousing, and Distribution Strategy

Module 6: Risk Management and Supply Chain Resilience

Module 7: Technology, Automation, and Digital Supply Chains

Module 8: Sustainability and Green Supply Chain Practices

Module 9: Performance Measurement and Continuous Improvement

Module 10: Capstone Project – Designing a Strategic Supply Chain Model

Certification

Upon successful completion, participants will receive a Certificate in Strategic Supply Chain Management, acknowledging their advanced understanding and capability to design, manage, and optimize competitive, resilient, and sustainable supply chains.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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