INTERNATIONAL SUMMER SCHOOL
SUPPLY CHAIN AND LOGISTICS MANAGEMENT

EXECUTIVE SEMINAR IN HAMBURG, GERMANY
JULY 20–31, 2020
INTERNATIONAL SUMMER SCHOOL

KLU is a private, state-accredited university, dedicated to providing quality degree programs for students and executive education programs for logistics professionals. It consists of two departments, Logistics and Management & Economics, designed to provide the whole spectrum of university and executive education, from a Bachelor’s degree and Master’s programs to the structured PhD program. Together with internationally renowned professors, we offer the International Summer School “Supply Chain and Logistics Management”.

Twelve professionally organized days of executive learning experience with outstanding international lecturers. A balanced mix of theory and practice. Exciting excursions in the logistics metropolis Hamburg. Highly motivated participants from all corporate sectors.

“The rapid changes that are affecting logistics operations require supply chain professionals to continuously update their skills. Our international summer school in supply chain management provides these professionals with the latest thinking in the management of complex, international logistics operations. The summer school, taught in the vibrant harbor city of Hamburg, Germany, also presents a unique opportunity for program attendees to network with other logistics professionals in a setting rich in logistics history.”

Prof. Dr. J. Rod Franklin, P.E.,
Managing Director and Academic Director
KLU Executive Education

“SUPPLY CHAIN AND LOGISTICS MANAGEMENT”
AROUND THE WORLD IN 12 DAYS

An attractive supporting program. This is the International Summer School “Supply Chain and Logistics Management” at KLU. In compact form, it introduces participants to the most important subject areas in the fields of logistics and management.

The International Summer School consists of seven modules. The length of each module varies according to the relevance and complexity of the topic. Their sequence is based on an effective correlation of contents to deliver a highly interdisciplinary program. Participants are first introduced to important general management topics. Problem-solving methods are subsequently applied to concrete business issues and carefully selected case studies.
MODULES

MODULE 1: WORKING ACROSS BORDERS

Successful supply chain management requires cross culture and cross-functional integration of personnel and key business processes within the firm and across the network of firms that comprise the supply chain. The challenge is to determine how to successfully accomplish this integration. Participants will be introduced to the difficulties and potential remedies in dealing with individuals from different cultures and organizations. Using organizational behavior tools and techniques and employing the Global Supply Chain Forum’s framework for supply chain management, you will learn how to overcome cultural and functional barriers that impact effective and efficient supply chain performance.

MODULE 2: DESIGNING THE GLOBAL SUPPLY CHAIN

Having outsourced most production functions, modern businesses now act more as design, marketing and distribution organizations than actual integrated production entities. This means that their supply chains have become the critical component in their ability to service customer demand. Unfortunately, most businesses have not recognized this importance and, therefore, supply chain performance has suffered. In this module, participants will be introduced to the various drivers of supply chain design. Using these drivers as inputs, the individuals will learn how to properly design supply chains so that they can meet market requirements in an effective and efficient manner.

MODULE 3: MANAGING THE SUPPLY CHAIN

Most supply chains have been developed in reaction to changing market requirements without paying too much attention to detailed design processes. This fact has led to an ad hoc approach to supply chain operations management in which “best efforts” are used to manage the supply chain operations. In this module, participants will be introduced to industry best practices for the management of supply chain operations with the intention of moving beyond “best efforts” in the management of warehouses and transport to a management philosophy of “best in class” for these operations.

“The summer school at KLU was a great chance to experience what’s actually behind supply chain processes. It provided me with the opportunity to do an in-depth analysis of the importance of logistics in various fields – from both the theoretical and the practical points of view. Now I understand the big picture. Thanks to the multi-cultural participants, there was a feeling that we had common ground and lots of networking, all of which took place on the KLU campus on a beautiful, multi-operational harbor.”

Milly Novakovic,
Samer & Co. Shipping S.p.A.,
Sea Operations Manager,
Trieste, Italy
(Participant in the 2015 International Summer School)
MODULE 4: SERVICE INNOVATION

Supply chain operators have inherited the unfortunate persona of being conservative operations personnel who do not innovate, but simply operate. While supply chain innovations do occasionally occur, this perception of supply chain managers is somewhat true. Unfortunately, in today’s rapidly changing world, where political instability, environmental risks, technological advances, and customer requirements are placing increasingly severe demands on the supply chain, supply chain managers must become the drivers of service innovation. In this module, participants will be introduced to the concepts inherent in service innovation and the design thinking approach so that they can begin to view their operations in a different light, one that focuses on innovation opportunities and their contribution to operational effectiveness.

MODULE 5: WIN/WIN NEGOTIATIONS

The traditional approach to supplier negotiations has been “I win, you lose.” This approach ends up being self-defeating in that it treats suppliers as simple commodity providers without taking notice of the potential of suppliers to be innovators and potential enhancers of total supply chain value. In this module, participants will be introduced to techniques that lead to both parties in a negotiation benefiting from the negotiation process. This “win/win” approach to negotiating, if applied with an eye towards the development of collaborative supplier relationships, can lead to the improvement of supply chain value add and an actual increase in the size of the supply chain profit pie.

“I can recommend the International Summer School to everyone in the supply chain and logistics industry who wants to gain a broader understanding of the supply chain management concept or refresh and update their knowledge. The general managerial skills the program covers and the practical exercises add a lot of value to the two weeks. The group of participants has a wide range of know-how and varied industry backgrounds, and the frequent opportunities to exchange experiences were a source of inspiration and interesting new information.”

Felix Boos,
Lufthansa Cargo AG,
Director Benelux, France, Switzerland
(Participant in the 2015 International Summer School)
MODULE 6: MANAGING RISKS

Globalization of supply chain operations and the outsourcing of most production functions to third parties has resulted in the increase of risk to a firm’s operations should a problem arise in its extended supply chain. Supplier operational disruptions (e.g., due to earthquakes, weather, etc.), transport operation disruptions (e.g., weather, labor, etc.), political instabilities, etc. all can influence an organization’s ability to meet its customer commitments. In this module, participants will be introduced to tools and techniques that they can employ to identify risks in their supply chains and approaches that they can use to mitigate these risks.

MODULE 7: THE DIGITAL SUPPLY CHAIN

The rapid advance of technology has opened up numerous avenues for moving supply chain management into an Industry 4.0 world. The Internet of Things (IoT), cloud computing, artificial intelligence, autonomous vehicles, robotics, additive manufacturing, blockchain and numerous other emerging technological advances promise to revolutionize how supply chains operate and are managed. However, as with all things new and exciting, there is considerable hype in where these new technologies will add value to supply chain operations. In this module, we will try to dispel the hype and provide the participants with an overview of where these emerging technologies may add value to their supply chains. Participants will learn about how these technologies can be employed, what is “real” today with respect to the technologies, and how these technologies may influence the future of supply chain management. In addition, participants will be introduced to how “big data” and data analytics can aid their organizations in strategic, operational, customer service, and new business opportunities.
FACTS AND FIGURES

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<thead>
<tr>
<th>Duration</th>
<th>• 12 days</th>
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<tr>
<td>Date</td>
<td>• July 20–31, 2020</td>
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<td>Language</td>
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| Objective| • Preparation for new assignments related to logistics or consolidation of logistics know-how  
• Development of a comprehensive understanding of logistics and supply chain processes  
• Mediation of management skills |
| Contents | • Fundamental managerial concepts  
• Courses on logistics and supply chain management |
| Seminar fee | • € 6,000 (including teaching materials, beverages, lunch and supporting program) |
| Important dates | • Application deadline: July 13, 2020  
• 10 % “Early Bird” discount deadline: March 31, 2020 |
| Target group | • Group/team leaders  
• Department heads  
• Divisional heads |
| Completion | • Certificate from Kühne Logistics University |

NETWORK PARTNERS

“...I thought this was a great opportunity to gain professional knowledge and insights from peers around the world. I was not disappointed and was challenged by the practical sessions with the group. Together, we have built relationships that are still lasting and I have fond memories of that course. Hamburg is a great city and a prime location to learn more about logistics and supply chain.”

Martin Roy,  
Groupe Robert,  
Vice President,  
USA transportation  
(Participant in the 2018 International Summer School)
KLU’S KEY COMPETENCE AREAS

DIGITAL TRANSFORMATION

The ongoing progress in information and communication technologies has changed and will continue to change the way in which individuals, societies, organizations and businesses communicate, collaborate, operate, and make decisions.

With its study programs and research, the KLU’s mission in the field of digital transformation is to prepare future business leaders who understand and master the digital revolution. Our students are capable of managing information as a key factor in and across organizations and of using information systems for effective and efficient decision making.

CREATING VALUE

What new business models and propositions will develop during the next decade? Will our current business models still yield the revenues of the past?

With its study programs and research, the KLU’s mission in the field of value creation is to prepare future business leaders to evolve beyond a defensive mind-set of maintaining market shares and saving costs. Through new methods, our students are encouraged to develop their creative thinking and learn how to devise innovative products and processes that break new ground and provide future growth potentials. They are capable to take their global teams along when venturing into new markets or segments.

SUSTAINABILITY

Sustainability has emerged as a central issue in today’s business world. Environmental issues such as global warming, increasing waste and pollution, depleting natural resources combined with societal issues such as health, safety, equality, fairness and development put an unprecedented pressure on companies to realign their businesses while remaining profitable and competitive.

With its study programs and research, the KLU’s mission in the field of sustainability is to prepare future business leaders who understand the impact of business on environment and society, and propel sustainable change. Our students comprehend sustainability by its three integral components of profit, environment, and society, and with an emphasis on supply chain management and logistics.
International managers can take part in several programs organized by KLU’s Executive Education Department. We offer open enrollment seminars, corporate training programs, an International Summer School in Supply Chain and Logistics Management and an MBA program in Leadership and Supply Chain Management. In addition, KLU’s Executive Education organizes university residency modules. The open enrollment seminars are designed to ensure the best learning experience for participants, enhancing their knowledge on a specific topic.

As of 2019, KLU has added two certificate programs to its Executive Education scope, that have been developed by the Kühne Foundation: The NetloP program - Network Management for Logistics Processes - (language: German) is held in cooperation with renowned universities throughout Germany, Austria and Switzerland. The ENLoP program - European Network Management for Logistics Processes - (language: English) is carried out at outstanding academic logistics centers in Europe. Both programs provide compact logistics knowledge and are aimed at experts working in the area of supply chain and logistics, as well as project management.

For companies wishing to dive deeper into a given topic, KLU offers corporate training programs. Tailored to fit the specific needs and requirements of a company, these programs cover cutting-edge topics, current developments and industry trends in logistics, supply chain management, leadership and management. Our Executive Education Department works with company representatives to construct a tailor-made program that will meet all expectations.

KLU’s International Summer School in Supply Chain and Logistics Management is being offered annually. The 12-day program includes lectures by internationally renowned professors, executive workshops by practitioners, and on-site excursions. Participants develop a comprehensive understanding of logistics and supply chain processes and enhance their managerial skills.

As part of the customized programs, KLU also hosts residency modules for partner universities. As part of these, we have welcomed students from all around the world to Hamburg.

Find out more about the benefits our programs can bring to you and your company on our website under Executive Education. We will gladly discuss opportunities for training programs and benefits for your company personally.
SEE YOU AT KLU

Why don’t you come and visit us on campus? You are welcome to arrange a personal meeting with our professors, staff or students – they will all be pleased to show you around or tell you about our projects, the KLU portfolio, our industry liaison and student life at KLU.

CONTACT US

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Program Manager

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Email: professional@the-klu.org

Feel free to contact us if you have any questions. We are always happy to help.

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For further information and registration, please refer to our website:
www.the-klu.org/executive-education