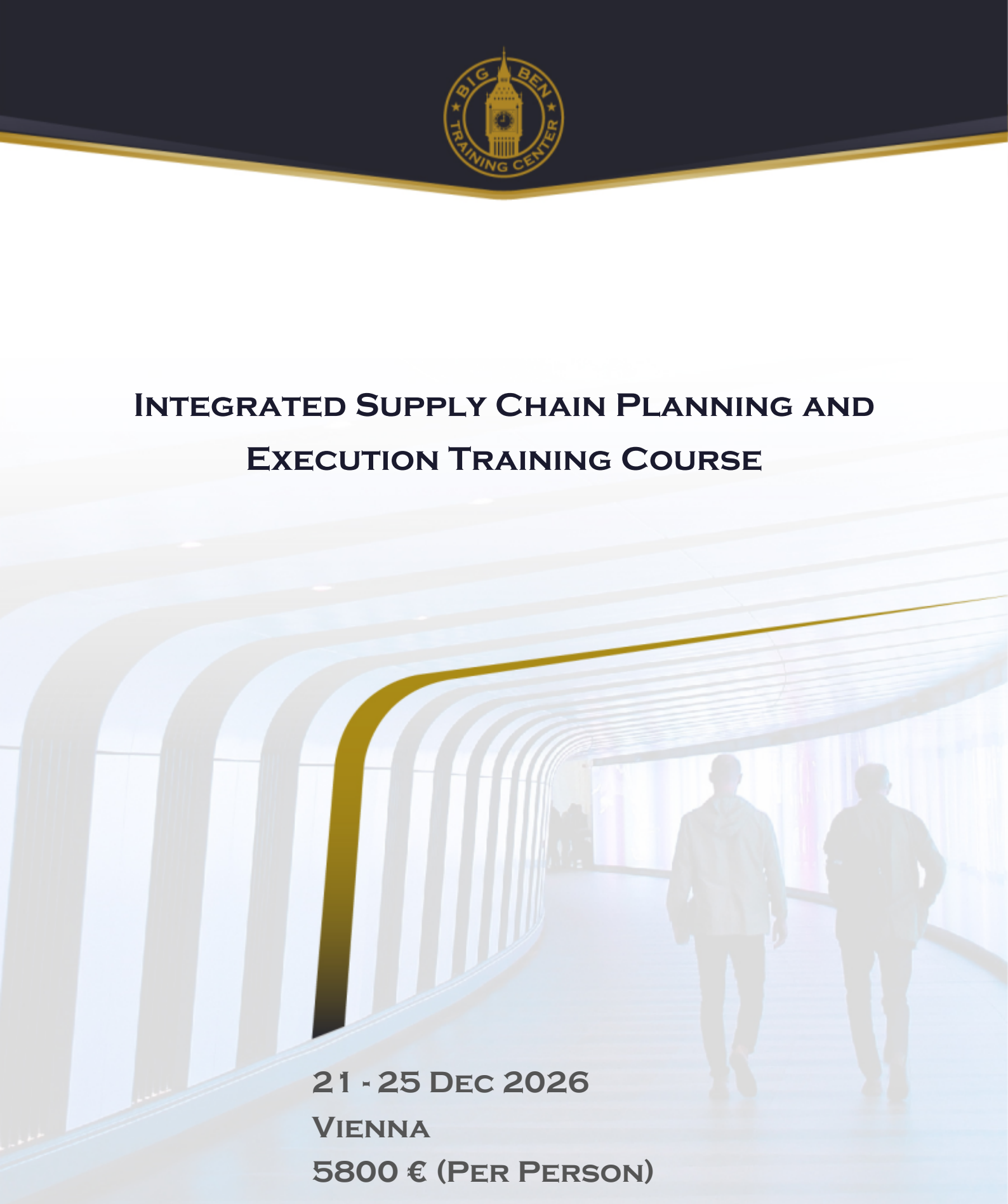
Integrated Supply Chain Planning and Execution Training Course



21 - 25 Dec 2026

Vienna

5800 € (Per Person)

Ref: #PSC6981_133740

Course Introduction / Overview:

This comprehensive course provides a holistic framework for mastering the critical functions of modern supply chain management, from strategic planning to on-the-ground execution. In today's volatile global market, the ability to create a seamless, responsive, and efficient supply chain is no longer a competitive advantage but a necessity for survival and growth. This program delves into the core principles of integrating demand planning, supply management, procurement, logistics, and fulfillment into a cohesive system. As highlighted by renowned academic Martin Christopher in his seminal work, "Logistics & Supply Chain Management," the real competition is between supply chains, not companies. This course, offered by BIG BEN Training Center, is designed to equip professionals with the tools and strategies to build such a competitive, agile, and resilient supply chain. Participants will explore advanced concepts like Sales and Operations Planning (S&OP), demand forecasting models, inventory optimization techniques, and the latest in supply chain technology, ensuring they can bridge the gap between high-level strategy and flawless operational execution for end-to-end visibility and control.

Target Audience / This training course is suitable for:

- Supply Chain Managers and Directors.
- Logistics and Distribution Managers.
- Operations Managers.
- Procurement and Sourcing Professionals.
- Demand and Supply Planners.
- Inventory Control Specialists.
- Warehouse Supervisors and Managers.
- Production Planners and Schedulers.
- Business Analysts with a focus on supply chain.
- Professionals seeking to transition into a supply chain role.

Target Sectors and Industries:

- Manufacturing and Industrial Production.
- Retail and Consumer Packaged Goods (CPG).
- E-commerce and Direct-to-Consumer (DTC) businesses.
- Pharmaceutical and Healthcare sectors.
- Automotive and Aerospace industries.
- Technology and Electronics manufacturing.
- Third-Party Logistics (3PL) and Freight Forwarding.
- Governmental agencies and public sector organizations.
- Food and Beverage industry.

Target Organizations Departments:

- Supply Chain Management.
- Logistics and Transportation.
- Procurement and Purchasing.
- Operations Management.
- Warehousing and Distribution.
- Planning and Forecasting.
- Inventory Management.
- Manufacturing and Production.
- Customer Service and Order Fulfillment.
- Finance and Cost Control.

Course Offerings:

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

- Develop and implement a robust Sales and Operations Planning (S&OP) process.
- Apply advanced demand forecasting techniques to improve planning accuracy.
- Design and manage inventory control systems to optimize stock levels and reduce costs.
- Evaluate and select strategic sourcing and supplier relationship management strategies.
- Master the principles of efficient warehouse management and distribution operations.
- Analyze and optimize transportation and logistics execution for timely delivery.
- Integrate technology and analytics to enhance supply chain visibility and decision-making.
- Develop risk mitigation strategies to build a resilient and agile supply chain.
- Measure and improve supply chain performance using key performance indicators (KPIs).
- Align supply chain execution with overall business strategy and financial goals.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and practical, ensuring that participants can immediately apply their learning in the workplace. We move beyond traditional lectures to foster an environment of collaborative problem-solving and experiential learning. The course heavily utilizes real-world case studies from various industries, allowing participants to analyze complex supply chain challenges and develop viable solutions. Interactive group discussions, workshops, and simulation exercises will be central to the learning process, encouraging the exchange of ideas and experiences among peers. Our expert instructors facilitate sessions that bridge theoretical concepts with practical application, providing continuous feedback and guidance. Participants will work in teams on projects that mirror on-the-job scenarios, from developing a demand forecast to designing a distribution network. This hands-on approach ensures a deep understanding of integrated supply chain planning and execution, equipping attendees with the confidence and skills to drive tangible improvements within their organizations.

Course Agenda (Course Units):

Unit One: Foundations of Integrated Supply Chain Management

- Introduction to Supply Chain Management (SCM).
- The evolution from traditional logistics to integrated SCM.
- Understanding the components of an end-to-end supply chain.
- The strategic importance of supply chain integration.
- Introduction to Sales and Operations Planning (S&OP).
- Key performance indicators (KPIs) for supply chain success.
- Mapping your organization's supply chain network.

Unit Two: Strategic Demand and Supply Planning

- Principles of demand forecasting and management.
- Qualitative and quantitative forecasting techniques.
- Collaborative Planning, Forecasting, and Replenishment (CPFR).
- Master Production Scheduling (MPS) and Material Requirements Planning (MRP).
- Advanced inventory management and control models (EOQ, JIT).
- Safety stock calculation and service level optimization.
- Capacity planning and resource management strategies.

Unit Three: Excellence in Procurement and Sourcing

- The strategic role of procurement in the supply chain.
- Developing a robust strategic sourcing process.
- Supplier evaluation, selection, and segmentation.
- Building effective supplier relationship management (SRM) programs.
- Negotiation strategies and contract management.
- Global sourcing challenges and opportunities.
- Sustainable and ethical procurement practices.

Unit Four: Logistics and Fulfillment Execution

- Warehouse management systems (WMS) and best practices.
- Optimizing warehouse layout, storage, and material handling.
- Transportation management modes and strategies.
- Order fulfillment processes and cycle time reduction.
- Last-mile delivery challenges and innovative solutions.
- Reverse logistics and returns management.
- The role of 3PL and 4PL providers in execution.

Unit Five: Technology, Risk, and Future Trends

- The impact of digital transformation on supply chains.
- Leveraging technology like IoT, AI, and Blockchain for visibility.
- Supply chain analytics and data-driven decision-making.
- Identifying and mitigating supply chain risks.
- Building a resilient and agile supply chain.
- Principles of sustainable and green supply chain management.
- The future of supply chain integration and execution.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of increasing global disruptions, how can a truly integrated supply chain pivot from a cost-centric model to one that prioritizes resilience and agility without sacrificing efficiency?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing on the critical synergy between strategic planning and tactical execution, a gap often overlooked in specialized training programs. While many courses concentrate on either planning or logistics in isolation, our curriculum is built around the principle of integration, providing a seamless, end-to-end perspective of the entire value chain. We emphasize a holistic understanding, demonstrating how decisions in demand forecasting directly impact warehouse operations and how procurement strategies affect final delivery. The content moves beyond theoretical frameworks to provide actionable insights through the extensive use of contemporary case studies and practical, hands-on simulations that mirror real-world challenges. Furthermore, the course places a strong emphasis on modern imperatives such as supply chain resilience, digital transformation, and sustainability. Participants will not just learn established models; they will be challenged to apply them to current market disruptions and future trends, ensuring they leave with a sophisticated, forward-looking skill set that is immediately applicable and highly valuable.