



# INTERNATIONAL SUMMER SCHOOL

SUPPLY CHAIN AND LOGISTICS MANAGEMENT  
HAMBURG, GERMANY, 2016-07-18 TO 2016-07-29

BOOST YOUR CAREER – GET UNIQUE INSIGHTS FIRST HAND



“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, Adjunct Professor of Logistics and Academic Director of Executive Education



## INTERNATIONAL SUMMER SCHOOL “SUPPLY CHAIN AND LOGISTICS MANAGEMENT” AROUND THE WORLD IN 12 DAYS

KLU is a private research-oriented 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 two Master's programs to the structured PhD program. In collaboration with Fisher College of Business, The Ohio State University, who have delivered custom corporate education programs since 1955, 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. An attractive supporting program. This is the International Summer School “Supply Chain and Logistics Management” at KLU. In compact form, held within twelve days, it introduces participants to the most important subject areas in the fields of logistics and management.

Important topic areas for managers are first described in modules covering general management in business contexts. Subsequently, these topic areas are applied to concrete business issues. With carefully selected case studies, which also involve international companies, problem solving methods are presented and discussed.

The International Summer School “Supply Chain and Logistics Management” consists of eight modules. The length of the modules varies according to the relevance and complexity of the topic. The sequence of the modules is based on an effective correlation of contents to deliver a highly interdisciplinary program.

### MODULE: SUPPLY CHAIN MANAGEMENT: KEY BUSINESS PROCESSES

Successful supply chain management requires cross-functional integration of 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. The distinction between logistics and supply chain management is made and you will learn about the eight supply chain management processes and how they can be implemented.

"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, Sea Operations Manager, Samer Shipping SPA, Trieste, Italy  
(Participant in the 2015 International Summer School)

"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: LOGISTICS MANAGEMENT IN PRACTICE

A best practice example in aircraft logistics will be introduced: Participants will visit logistics and production sites from Airbus Industries and Kühne+Nagel, and will be able to follow the materials and information flow in a highly integrated production process. The integration of a third-party logistics provider into industrial production processes in the Airbus aircraft logistics within the "Supply the Sky" plan has been awarded with the German Logistics Association (BVL) award.

#### MODULE: SUPPLY CHAIN MANAGEMENT: TOOLS AND TECHNIQUES FOR IMPLEMENTATION I

This module will focus on tools and techniques for implementing the key business processes. Participants will learn how to apply lean concepts to supply chain management. In addition, they will be provided assessment tools and be shown how they can be used to evaluate the performance of the key business processes. Participants will complete an exercise that highlights implications of failing to properly align one's supply chain.

#### MODULE: PROJECT MANAGEMENT

As a managerial tool project management plays an important role in logistics. The most important objective of project management is to successfully handle projects in a time and cost efficient manner. Within this module specific logistics projects issues will be addressed based on the introduction of generic project management concepts. Participants will be enabled to assess their own project management demands, and to identify and put in effect a context specific project management.

#### MODULE: MANAGERIAL SKILLS

Within this interactive workshop participants will develop their managerial skills in the context of leading successful negotiations. The objective of the workshop in negotiation skills is to enable participants to achieve win-win outcomes in negotiations. By means of role play exercises, advanced concepts of successful negotiations will be trained.

#### MODULE: SUPPLY CHAIN MANAGEMENT: TOOLS AND TECHNIQUES FOR IMPLEMENTATION II

Participants will learn how to implement and sustain the processes, map key relationships in their supply chain, develop metrics to measure performance and

gain a better understanding of how third-party logistics companies can support the key business processes.

#### MODULE: SERVICE INNOVATION

Supply chain managers need to innovate to keep their organizations ahead of the competition and to create value for their customers. In this module participants will learn how service innovation differs from product innovation and how to take advantage of service innovation approaches to improve supply chain operations. The participants will be introduced to the ideas behind service innovation through a case analysis and through class discussion of current theories and practices.

#### MODULE: BUILDING HIGH PERFORMANCE BUSINESS RELATIONSHIPS

In an environment characterized by scarce resources, increased competition, higher customer expectations, and faster rates of change, executives are turning to partnerships to provide sustainable competitive advantage. In this module, participants will learn how to use structured and repeatable processes to build and maintain tailored business relationships that provide competitive advantage.

INTERNATIONAL SUMMER SCHOOL “SUPPLY CHAIN AND LOGISTICS MANAGEMENT” HAMBURG, 2016-07-18 TO 2016-07-29

DATE	2016-07-18	2016-07-19	2016-07-20	2016-07-21	2016-07-22	2016-07-23	2016-07-24
TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	MODULE: SUPPLY CHAIN MANAGEMENT: KEY BUSINESS PROCESSES MODULE: BUILDING HIGH PERFORMANCE BUSINESS RELATIONSHIPS	MODULE: SUPPLY CHAIN MANAGEMENT: KEY BUSINESS PROCESSES	MODULE: PROJECT MANAGEMENT	MODULE: LOGISTICS MANAGEMENT IN PRACTICE	MODULE: SUPPLY CHAIN MANAGEMENT TOOLS AND TECHNIQUES I	MODULE: SERVICE INNOVATION	
08:30	Check-in						
09:00	Welcome and Introduction	Order Fulfillment <i>Prof. Joern Meissner Kühne Logistics University</i>	Workshop Project Management <i>Prof. Tobias Held Hamburg University of Applied Sciences</i>		Supply Chain Management Exercise <i>Prof. Wolfgang Kersten Hamburg University of Technology</i>	Service Innovation <i>Prof. J. Rod Franklin Kühne Logistics University</i>	
10:00	Supply Chain Management <i>Prof. Michael Knemeyer Ohio State University</i>	Coffee break	<i>Lars Engelmann Vattenfall Europe Windkraft GmbH</i> Coffee break	Practice Lecture <i>Marcus A. Jungermann Airbus S.A.S.</i>	Coffee break	Coffee break	
11:00	Coffee break Measuring the Profitability of Customers and Suppliers <i>Prof. Michael Knemeyer Ohio State University</i>	Demand Management <i>Prof. Joern Meissner Kühne Logistics University</i>	Workshop Project Management <i>Prof. Tobias Held Hamburg University of Applied Sciences</i>		Supply Chain Management Exercise <i>Prof. Wolfgang Kersten Hamburg University of Technology</i>	Service Innovation <i>Prof. J. Rod Franklin Kühne Logistics University</i>	
12:00	Lunch break	Lunch break	<i>Lars Engelmann Vattenfall Europe Windkraft GmbH</i> Lunch break	Lunch break Transfer			Optional Social Program Guided City Tour and Alster Boat Trip
13:00	Lunch break Customer and Supplier	Transfer	Workshop Project Management <i>Prof. Tobias Held Hamburg University of Applied Sciences Lars Engelmann Vattenfall Europe Windkraft GmbH</i>	Excursion <i>STUTE Verkehrs-GmbH</i>	Lunch break	Lunch break	
14:00	Relationship Management Processes <i>Prof. Michael Knemeyer Ohio State University</i>	Excursion <i>Gebr. Heinemann</i>			Supply Chain Management Exercise <i>Prof. Wolfgang Kersten Hamburg University of Technology</i>	Service Innovation <i>Prof. J. Rod Franklin Kühne Logistics University</i>	
15:00	Coffee break	Transfer	Coffee break Workshop Project Management	Transfer	Coffee break	Coffee break	
16:00	Building High Performance Business Relationships <i>Prof. Michael Knemeyer Ohio State University</i>	Case Discussion <i>Prof. Michael Knemeyer Ohio State University</i>	<i>Prof. Tobias Held Hamburg University of Applied Sciences Lars Engelmann Vattenfall Europe Windkraft GmbH</i>	Excursion <i>Airbus Deutschland GmbH</i>	Supply Chain Management Exercise <i>Prof. Wolfgang Kersten Hamburg University of Technology</i>	Service Innovation <i>Prof. J. Rod Franklin Kühne Logistics University</i>	
17:00							
18:00							
SOCIAL EVENTS	Opening Dinner (18:00–21:00)				Barge Tour (17:00–19:00)		

2016-07-25	2016-07-26	2016-07-27	2016-07-28	2016-07-29	DATE
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	TIME
MODULE: SUPPLY CHAIN MANAGEMENT TOOLS AND TECHNIQUES II	MODULE: MANAGERIAL SKILLS	MODULE: MANAGERIAL SKILLS	MODULE: SUPPLY CHAIN MANAGEMENT: KEY BUSINESS PROCESSES	MODULE: SUPPLY CHAIN MANAGEMENT: TOOLS AND TECHNIQUES II	
					08:30
Implementing & Sustaining the SCM Processes <i>Prof. Michael Knemeyer Ohio State University</i>	Workshop Negotiation Techniques <i>Dr. Mark Young Rational Games, Inc.</i>	Workshop Negotiation Techniques <i>Dr. Mark Young Rational Games, Inc.</i>	Customer Service Management <i>Prof. Michael Knemeyer Ohio State University</i>	3PLs as Logistics Integrators in the Supply Chain <i>Prof. J. Rod Franklin Kühne Logistics University</i>	09:00
Coffee break			Coffee break		
Developing Supply Chain Metrics <i>Prof. Michael Knemeyer Ohio State University</i>			Product Development and Commercialization <i>Prof. Michael Knemeyer Ohio State University</i>	Coffee break	10:00
Coffee break	Coffee break	Coffee break			
Supply Chain Mapping <i>Prof. Michael Knemeyer Prof. Joern Meissner</i>			Lunch break	Group Case Work <i>Prof. J. Rod Franklin Kühne Logistics University</i>	11:00
	Workshop Negotiation Techniques <i>Dr. Mark Young Rational Games, Inc.</i>	Workshop Negotiation Techniques <i>Dr. Mark Young Rational Games, Inc.</i>	Manufacturing Flow Management / Lean Thinking <i>Prof. Joern Meissner Kühne Logistics University</i>		12:00
Lunch break					
Returns Management <i>Prof. Michael Knemeyer Ohio State University</i>	Lunch break	Lunch break	Coffee break	Lunch break	13:00
Coffee break	Workshop Negotiation Techniques <i>Dr. Mark Young Rational Games, Inc.</i>	Workshop Negotiation Techniques <i>Dr. Mark Young Rational Games, Inc.</i>	Group Case Work <i>Prof. Michael Knemeyer Ohio State University</i>	Presentation of the Alumni Association	14:00
Value Co-Creation <i>Prof. Michael Knemeyer Ohio State University</i>		Coffee break		Panel Discussion and Seminar Wrap-Up <i>Prof. J. Rod Franklin Kühne Logistics University</i>	15:00
Coffee break	Coffee break	Workshop Negotiation Techniques <i>Dr. Mark Young Rational Games, Inc.</i>			
Conducting Assessments of the Supply Chain Management Processes <i>Prof. Michael Knemeyer Ohio State University</i>	Workshop Negotiation Techniques <i>Dr. Mark Young Rational Games, Inc.</i>				16:00
					17:00
					18:00
Executive Evening (18:00 – 21:00)		Evening Case Preparation <i>for tomorrow</i>	Certificate Ceremony (18:00 – 22:00) and Get-Together		SOCIAL EVENTS

## LIST OF LECTURERS

LARS ENGELMANN  
Head of Maritime Operations & Logistics  
Vattenfall Europe Windkraft GmbH

MARCUS JUNGERMANN  
Vice President, Head of Sales and  
Product Management  
Airbus S.A.S.

PROF. DR. J. ROD FRANKLIN  
Adjunct Professor of Logistics and  
Academic Director of Executive Education  
Kühne Logistics University

PROF. DR. TOBIAS HELD  
Department of Mechanical Engineering &  
Production Management  
Hamburg University of Applied Sciences

PROF. DR. WOLFGANG KERSTEN  
Institute of Business Logistics and General Management  
Hamburg University of Technology, TUHH

PROF. A. MICHAEL KNEMEYER  
Associate Professor of Logistics  
The Ohio State University – Fisher College of Business

PROF. DR. JOERN MEISSNER  
Professor of Supply Chain Management & Pricing Strategy  
Kühne Logistics University

DR. MARK YOUNG  
Rational Games, Inc.

IN COOPERATION WITH



AND NETWORK PARTNERS



## INTERNATIONAL SUMMER SCHOOL “SUPPLY CHAIN AND LOGISTICS MANAGEMENT”

### DATES

2016-07-18 TO 2016-07-29 (12 days)

### TARGET GROUP

- Group/team leaders
- Department heads
- Divisional heads

### 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

### COMPLETION

Certificate from Kühne Logistics University

### TUITION FEE

6,000 euros (inclusive teaching materials, beverages, lunch and supporting program)

For registration until March 31, 2016 we offer an early bird rebate of 10%

### LANGUAGE

English

### MAIN LECTURE ROOMS

Kühne Logistics University  
Grosser Grasbrook 17  
5<sup>th</sup> floor  
20457 Hamburg

## TERMS AND CONDITIONS FOR THE KLU EXECUTIVE EDUCATION PROGRAMS

### § 1 SCOPE

These terms and conditions concern participation in executive education events offered by Kühne Logistics University – Wissenschaftliche Hochschule für Logistik und Unternehmensführung (KLU) administered by the KLU Executive Education GmbH.

### § 2 EVENT FEES

- Payments are due in full no later than 14 days after the invoice date (30 days for international payments). Please transfer payments to the account specified on the invoice and include the invoice number with all payments.
- Cancellations must be made in writing. If a cancellation is submitted:
  - 20 or more working days before the start of the event, you will receive a full refund minus a 10 percent processing fee;
  - 5 to 19 working days before that start of the event, you will receive a 50 percent refund.
  - If you cancel less than 5 days before the event or if you do not participate in the event, you will receive no refund.

### § 3 CHANGES TO EVENT DATES AND SCHEDULES

- If too few people register for an event or if other urgent reasons arise, the event organiser is permitted to postpone or cancel the event or to combine it with another event. In such cases, participants are entitled to withdraw from the event. Participants are not entitled to reimbursement of travel costs, hotel costs or time not worked.
- The event organiser reserves the right to change the event schedule for important reasons.

### § 4 DOCUMENTS

Documents provided by the KLU Executive Education GmbH for an event must not be reproduced, copied, altered by electronic means, distributed or released to the public without prior written permission from the KLU Executive Education GmbH. Participants may be required to pay damages if they violate this condition.

### § 5 LIABILITY

- Participants are not entitled to file claims for damages, whatever the legal basis. This applies in particular to claims relating to a breach of duties arising from the obligation or from unlawful acts. This does not apply in the case of mandatory liability.
- Claims for damages – regardless of their legal nature – are limited to the cost of the event fee.

### § 6 PERSONAL INFORMATION / DATA PROTECTION

Participants are advised that KLU digitally saves the data it collects from them and uses it for the purposes of the contract. KLU guarantees that such data shall be treated confidentially. By registering for an event, customers agree that their data will be saved as described. Customers have the right to view, change or delete their details at any time.

### § 7 FINAL PROVISIONS

- KLU is represented by its Executive Education subsidiary, the KLU Executive Education GmbH. The laws of the Federal Republic of Germany apply for all legal relations that result from registering to participate in further education events offered by the KLU Executive Education GmbH.
- The place of jurisdiction is Hamburg.
- If one of the provisions in these terms and conditions becomes invalid or voidable, this shall not affect the remaining provisions.

## CONTACT

KÜHNE LOGISTICS UNIVERSITY – KLU  
Wissenschaftliche Hochschule  
für Logistik und Unternehmensführung  
Grosser Grasbrook 17  
20457 Hamburg, Germany

HOLLY FULKERSON  
PROGRAM COORDINATOR  
EXECUTIVE EDUCATION  
Phone: +49 40 328 707 181  
E-mail: [professional@the-klu.org](mailto:professional@the-klu.org)

For further information and the application  
form please refer to our website:  
[www.the-klu.org](http://www.the-klu.org)

Follow us on



FISHER COLLEGE OF BUSINESS,  
THE OHIO STATE UNIVERSITY  
2100 Neil Avenue  
Columbus, OH 43210 USA

PROF. MICHAEL KNEMEYER, PH.D.  
ASSOCIATE PROFESSOR OF LOGISTICS  
Phone: +614 292 2507  
E-mail: [knemeyer.4@osu.edu](mailto:knemeyer.4@osu.edu)

## REGISTRATION FORM

I HEREBY REGISTER IN THE INTERNATIONAL SUMMER SCHOOL

“SUPPLY CHAIN AND LOGISTICS MANAGEMENT” 2016 IN HAMBURG

JULY 18 – JULY 29, 2016

\_\_\_\_\_  
Last/Family Name, First/Given Name

\_\_\_\_\_  
Place of Birth, Date of Birth

\_\_\_\_\_  
Company

\_\_\_\_\_  
Position/Title

Member of AGA Unternehmensverband

Member of Logistik-Initiative Hamburg

\_\_\_\_\_  
Street, No

\_\_\_\_\_  
Zipcode, City, Country

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Fax

\_\_\_\_\_  
E-mail

\_\_\_\_\_  
Internet

\_\_\_\_\_  
Referred by (if applicable)

\_\_\_\_\_  
Date and Signature

With my signature, I hereby agree to the Terms and Conditions for the KLU Executive Education Programs.

Details: Please register until July 11, 2016. For registrations until March 31, 2016 we offer an early bird rebate of 10%. Please do not authorize any payments before receiving an invoice. For further details please see general terms and conditions.

### Registration:

Please fax or email this registration form to [+49 40 328 707-109/professional@the-klu.org](mailto:+49 40 328 707-109/professional@the-klu.org) or register at [www.the-klu.org/summer-school](http://www.the-klu.org/summer-school)

