



Training Course	Supply Chain Management Strategies
Course Language	English
Course Duration	15 hours
Course Objectives	The course will address the key strategies for effectively managing the supply chain. Particular focus will be on supplier performance management through utilization of effective supply chain and relationship building tactics. Specifically, practices and approaches related to supplier selection, supplier evaluation, supplier appraisal, supplier performance measurement and supplier relationship development will form a main part of the course .
Course Content	<b>Key Topic:</b> <ul style="list-style-type: none"><li>-Understanding stakeholder network</li><li>-Fundamentals of supply and value chain</li><li>-Supplier selection</li><li>-Supplier performance monitoring</li><li>-Supplier appraisal</li><li>-Supplier as an internal customer</li><li>-Supplier relationship management</li></ul>
Learning Outcomes	At the end of the course, participants should be able to: <ul style="list-style-type: none"><li>-Develop an integrated supply chain management strategy</li><li>-Formulate an organization specific supply and value chains</li><li>-Design performance indicators for measuring supplier performance</li><li>-Put together an action plan for improving supplier performance</li><li>-Manage organization-to-supplier relationship for improved productivity</li></ul>
Course Material /Technology used/ Details Relevant to the course.	Course material will be created by consulting and referring to the contemporary academic and practitioner knowledge domains. Course will be delivered as an experiential workshop where activity based learning will be the key focus. Blended training delivery consisting of video cases, team exercises, group discussions, mini cases, EXCEL based simulations and Harvard cases will be utilized as the main vehicle for content delivery.



Instructor Details	<p><b>Name:</b> Dr. Khurram Sharif <b>Title/Dept:</b> Associate Professor/Management &amp; Marketing Department <b>Telephone:</b> +97455560271 <b>Email:</b> <a href="mailto:ksharif@qu.edu.qa">ksharif@qu.edu.qa</a></p>
Brief Instructor Bio	<p>Dr. Khurram Sharif did his MBA from Lancaster University, England, and his PhD (in business-to-business relationship marketing) from Kingston University, England. Currently, he divides his time between a marketing faculty position at College of Business &amp; Economics , Qatar University and Corporate Training. He has worked with a number of public and private organizations in the GCC, South East Asian and European regions. He is also serving on the Board of Executive of International Journal of Innovation and Business Strategies (IJIBS). His research interests are managing business-to-business relationships, service quality, innovation management and consumer behavior.</p>
Main Target Audience	<p>Sales and purchasing teams Event organizers and promoters Individuals involved with tendering Quality controllers Supplier relationship managers Service/product developers</p>
Course Fees	<p><b>QAR 1700</b> <b>15% discount on online registration and payment .</b></p>