Welcome to the Spring 2015 Newsletter. The Center and MS program in Global Supply Chain Management (GSCM) at USC Marshall continue to grow and generate enthusiasm among students and industry partners. In December, about 75 MS program students went to Singapore and were exposed to cutting edge operations at the ports and airport, as well as to presentations by leading experts in supply chain. In January, we graduated the first cohort of the online MS-GSCM program, and it was a joyful event with family and friends celebrating the success of our graduates. Many of our graduates have already enhanced their careers during the 16 month program; we now have another 38 loyal Trojan alumni. On February 27, we hosted on USC campus the first industry night that brought together Masters Students and industry professionals in GSCM. The accompanying note in this issue provides highlights from this event.

Globally Connected Graduates

USC Marshall School of Business graduated cohorts from two of its globally focused graduate programs on Monday, Jan. 26 at Town & Gown. James G. Ellis, dean of Marshall, welcomed the 10th Global Executive MBA (GEMBA) program cohort and their families, as well as members of the inaugural class of the Master of Science in Global Supply Chain Management. “Each one of you is an ambassador for our global mission,” said Ellis, addressing the two classes. “Our Global Supply Chain Management graduates will go on to important roles at the nerve center of the global economy. Our GEMBA class is largely focused on the Pacific Rim and is only in Los Angeles twice in their 20-month program, so we are particularly grateful to have the opportunity to celebrate their accomplishments here. All of you do us proud.”

This was the inaugural class of USC Marshall’s Master of Science in Global Supply Chain Management (MS-GSCM), who were greeted and offered their diplomas from Dean Ellis and Nick Vyas, assistant professor of clinical data sciences and operations and the director of the program. The 38 MS-GSCM graduates in attendance were a part of the online program and had been in Los Angeles for the week prior to graduation studying the region’s supply chain network.

“The inaugural cohort for MS-GSCM graduated with an amazing degree of success,” said Vyas. “Our goal of diffusing the learning curve for working professionals and positioning them with tools in the global marketplace has already created fantastic results.”

The MS-GSCM program, offered jointly with the USC Viterbi School of Engineering, is a 16-month course of study targeted directly at working professionals wishing to hone their skills in the growing field of logistics. Students may pursue the degree part-time, online or via our full-time, on-campus option.
Center for GSCM Hosts its First Industry Networking Night

On the evening of February 27, 2015, the Center for Global Supply Chain Management hosted representatives from over 25 companies for a night of discussion on the cutting edge developments shaping end-to-end optimization. Followed by a reception, the event further gave students and industry leaders an opportunity for extended face-to-face discussions in a relaxed and congenial setting. Participants at the event represented such organizations as Amazon, 20th Century Fox, Deloitte, DHL, Maersk, and Northrop Grumman. In this sense, they modeled for students the vast array of fields, from omni-channel retail to freight to media that use and benefit from end-to-end optimization in supply chain. USC Marshall’s student body was also well represented, with over 75 students in attendance. Overall, USC students expressed satisfaction with the experience, pegging it as an example of how the Center offers a blend of theoretical and practical experiences. According to Andrea Adarmes, an MS candidate in GSCM, “It was a valuable experience to explore different companies in the supply chain field and the positions that they are currently offering. I would like to extend the acknowledgment to the team that made this possible and that guided me on the preparation for the event.” As the Center moves ahead with plans to make Industry Networking Night an annual event, it acknowledges that the success of such a gathering is only possible with the support of current and future industry leaders.

MS.GSCM Program Application
Deadline
April 30th
For more information, visit:
http://www.marshall.usc.edu/msgscm/overview
From the Director’s Desk
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If your company was unable to attend the industry night, please do not hesitate to contact us about internship and career opportunities at your company for our Masters students.

In the past few days, the Center has launched two new research projects that will have a substantial impact on the supply chain community worldwide. One project will study best practices worldwide in port operations and recommend improvements and growth opportunities for the ports of Los Angeles and Long Beach. In the second project, the Center will work closely with Customs and Border Protection and CREATE, a national Center for risk and economic analysis of terrorism events, to perform a comprehensive needs assessment knowledge and training required to meet the ongoing professional education of the global trade community. Brief details about these projects can be found in this newsletter.

In the next few months, we have several exciting events and activities planned. On April 24, we will be co-hosting the Retail 2020 Roundtable in San Francisco to explore the enormous transformations occurring in the retail industry. In early September, we will have our third supply-chain Summit, for which preparations are in full swing. We are also in the process of admitting the next cohort of on-campus and online students in the MS-GSCM program. If you or anyone you know is interested in the online program, please contact us immediately as the deadline for applications is imminent. The online program provides the flexibility to working professionals to obtain a degree in global supply chain management from a world-class university with renowned faculty. Please visit our program website for more details.

Nick Vyas & Dr. Raj Rajagopalan

Globally Connected Graduates
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“There are responsibilities that come with being the first,” said class speaker James Prewitt ’15. “We play an important role in supporting subsequent classes. We must mentor them, we must hire them.” Prewitt and his colleagues have their work cut out for them: According to Vyas, the upcoming cohort has roughly doubled, to 76 students, both on campus and online.

Center for GSCM Receives Two Long-Term Research Grants

The Center is excited to announce that it has received initial seed funding for two major projects in the field of supply chain excellence. This funding will allow the Center to draw on the rich experience and knowledge of its faculty in order to accomplish its goals of having a positive and substantial impact on the supply chain community.

The Ports Project

The Ports of Los Angeles and Long Beach are integral to Southern California’s landscape as well as making up the nation’s largest international trade gateway. Yet ongoing inefficiencies linked to the ports’ infrastructures and their operational processes have led to widespread bottlenecks, and as a result has gradual market share loss to ports in Mexico and Canada. With this funding, the Center will initiate a two-year research project that examines root causes of the ports’ inefficiencies and that explore new technologies and methods for streamlining operations. Following the research phase, the Center would take a leadership role in overseeing systemic improvements based on its findings. Two white papers and a peer-reviewed journal article are also expected as outcomes of this project that will be valuable to a wider community.

The Sharpening Expertise Initiative (SEI)

U.S. Customs and Border Protection (CBP) is responsible for enforcing U.S. laws within a constantly evolving global supply chain environment. This environment is characterized by rapid change and complex international trade agreements, growing trade volume, trade diversity, advancing technologies, and refined subtleties differentiating goods and cargo shipments and global supply chain management. Under one of our grants, the Center will be partnering with the National Center for Risk and Economic Analysis of Terrorism Events (CREATE) at USC and CBP to engage in a comprehensive needs assessment and solution development to meet the ongoing professional education needs of the global trade community.
STUDENT CORNER

MS.GSCM Students Compete in Case Competition

By Andrea Adarmes
MS.GSCM Class of 2016

We were honored to represent the University of Southern California at the APICS West Coast 9th Annual Student Case Competition—an exciting opportunity in which 21 teams from 14 different schools of the West Coast demonstrated their knowledge and skills in Supply Chain Management.

“The Fresh Connection” is the simulation game of a juice company running in loss and wanting to increase their ROI as high as possible. We formulated and set our supply chain strategy before beginning the game, according to the information provided by the case. Evaluating demand uncertainty, customer service level, product shelf life, and production and storage capacity were some of the main drivers to set our competitive advantage as a product manufacturer. Multiple rounds allowed us to consolidate our decisions as a team and understand how important coordination and cooperation are to achieve a common goal. Performing 5 roles: Sales, Purchasing, Supply Chain, Operations, and Finance, allowed us to apply and demonstrate the benefits of integration, flexibility and information sharing for a successful end to end supply chain.

The Case Competition took place in Claremont, California, bringing together high level students, APICS chapter leaders and recognized professionals in the field of supply chain. We had the chance to play two rounds at the site, prepare and present our strategy, analysis, decisions, results and justifications to the company board of directors. Also, we had the opportunity to listen to all team presentations and capture their analysis and key learnings. It was enlightening to learn about different ways to address the same situation and the best practices of supply chain applied to a real case scenario. Additionally, we attended speakers’ sessions regarding skill set demand and opportunities in different industries related to supply chain. Overall our journey with the APICS competition was intuitive, challenging, enjoyable and most importantly loaded with knowledge and realization.

In the past month, we could easily connect with every lecture and every discussion related to supply chain, which in our opinion, is the most important acquisition for an aspiring supply chain professional. Finally, it was an eventful experience and not every part of the journey can be described adequately in words. If you are a person who wants to explore more about the nuances and challenges in supply chain world, we would highly recommend you to participate in this competition held annually.

MS.GSCM’S Team: Bharadwaj Jayaraman, Gregory Koss, Andrea Adarmes, and Sue Dukesherer (from left)