

Teaching

Supply Chain Management



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Career and Technical Education - Supply Chain Management

A Why and “How to” resource for developing and executing a comprehensive secondary and post-secondary program in Global Logistics and Supply Chain Management with best practices and methods.

The demand for qualified high school graduates in the mission-critical field of Supply Chain Management is increasing and shows no signs of abatement. The current focus on vocationally-centered preparation for those who have no immediate plans or desire to pursue a post-secondary degree or wish to start a career that will assist with the cost of obtaining a degree, is gaining influence.

The broad range of technical and “soft” skills required by employers is at the forefront of opportunities for our public school students. The United States Departments of Labor and Transportation are projecting job growth in the sector of over 20% through 2022. And U.S. News and World Report ranks Supply Chain Management as one of the best jobs in its 2014 100 Best Jobs Report.

This reference book is intended for educators and administrators who may already have a Logistics and Supply Chain Management curriculum or are contemplating the introduction of a career and technical education course in the field. For the former, this book will serve to enhance the relevance and rigor of the coursework, and for the latter, it will be a roadmap to executing a useful and successful program that will be welcomed by the business community.

The focus of this book is a plan to deliver a comprehensive high school education in the entire Supply Chain life cycle, from raw material extraction to customer relationship management after the sale to the end user. The outcome should be well-prepared, motivated and sustainable frontline workers. The book’s engaging and at times, light-hearted style, can make the sharing of supply chain management a fun experience.

Whether you seek to put a ready-to-run secondary course in place or are looking for more ideas and perspective in teaching Global Logistics and Supply Chain Management, you will find this book a first resort.

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Foreword

From the beginning, humanity faced a challenge of the first order; namely, how to get there from here. As man accumulated more stuff, the challenge became more acute - how to get himself and all his stuff from here to there. If necessity is the mother of invention, then logistics is the father. So one can conclude that the invention of the wheel was a solution to a logistics problem.

While it is commonly accepted that *sales* is the oldest profession (the other one you're thinking of is simply a type of sales), I believe that logistics makes all other undertakings possible. Think about it... without logistics, or the management of the supply chain, there would be no civilization as we know it - no invention, production, movement, storage, or purchase of goods. There would be little demand and even less supply.

So on this premise, we can define civilization quite simply - **civilization is a community or group of humans coming together to buy and sell from one another in a shared cultural framework.** That's it.

Buying and selling requires inventors (or entrepreneurs), producers, marketers and consumers. The inventors and entrepreneurs have a knack for figuring out what people *need and want*. They find producers to make the stuff people need or want. Marketers show up and help the producers to promote their stuff so that even people who don't want or need the stuff, actually end up buying it. And finally, the consumers buy and use the stuff that was sold to them - or not use it as the case may be, i.e. *hoarding*. When the consumer uses up or wears out the stuff they bought, they expect to get more. And so it goes.

This is all well and good, but as market distances expanded due to demand, the supply was increased as well, allowing more players to get in on the action. At this point, the *keepers/storers* and *transporters*, joined the fray. They offered to protect and move more goods over greater distances than others could on their own.

Well, with the ever-growing movement of goods and money, the final player in our drama shows up to participate, or dare I say, seize their share - namely, THE GOVERNMENT (I think tax collector is a better title). And yes, we can blame logistics for the creation of governments. The oldest law code on record, i.e. The Code of Hammurabi in Sumeria, deals heavily with business transactions. All hail the Regulator!

This entire discourse serves to show that supply chain management solves problems, makes dreams come true, and makes all lives better. This maxim should be at the core of your logistics curriculum and a key principle to inculcate in your students. Today's young people have been weaned on a philosophy of diversity, inclusiveness, and service to others for the greater good. However, as Aristotle once said, "Before we attend to the noble, we had best attend to the useful." Logistics is exquisitely useful and

ultimately permits the noble purposes that inspire many of our students. If your program succeeds in fulfilling this mission, more students will avidly pursue a rewarding career in Supply Chain Management.

Our program discusses both the strategic and tactical components of an effective Global Logistics course at the high school level. It also provides a valuable framework for post-secondary adult education. It is founded primarily on the Manufacturing Skill Standards Council (MSSC) program for developing national skill standards and portable, industry-recognized credentials in supply chain management. The tangible outcome is the MSSC's Certified Logistics Technician (CLT) credential. The CLT when joined to a rigorous education in real-world exposure and personal skills, produces an inspired, motivated, and well-prepared frontline worker.

Essential to the success of any vocational program are the strategic alliances you should build with your local and regional business communities. Starting an Advisory Board for your vocational academy is one of the first steps. The board should offer direction on what needs to be included in the lesson plans and hands-on practical lab and fieldtrip experiences for students. And the elements of *fun* and *enthusiasm* should not be absent either from the classroom lessons or your attitude as the instructor - if you can't be passionate about supply chain management, then don't expect it of your protégés. Yes, you should have a class of protégés, not just students. If we start with this definition for our audience, then our attitude development (or adjustment) is on the right track. Don't just *teach* Logistics - *share and foster* it as an experience.

With that, let the games begin!

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Learn It

The Vision and Mission

Guiding Quotation: “The great proof of madness is the disproportion of one's designs to one's means.”

- Napoleon Bonaparte

Why bother with vision and mission statements? Simply put, if you can conceive it, you can achieve it. It is inspirational to put into words the goals and dreams you have and increases the chances of a self-fulfilling prophecy. You will also have an at-the-ready talking point to promote your work.

Strategy, the ‘big picture’ or plan of action to achieve a major goal, drives *tactics* which are the actions or steps taken to fulfill the *strategy*, i.e. strategies drive tactics and not the other way around. The Vision should define your strategy and the Mission should set forth the tactics.

The vision of your logistics academy should be realistic and optimistic in word and deed. You should not promise what you cannot deliver. As a matter of fact, that is a guiding principle in the management of a successful supply chain. The vision statement should be simple and executable with the resources made available for it. A good example is

“Our vision is to become a leading Global Logistics Program in _____ and in doing so, provide a useful, quality experience for students, employers and customers alike.”

The Mission statement should deliver on the promise of the Vision statement.

“Our mission is to become a fully functional warehouse capable of receiving, storing, and shipping items in order to provide top quality training to students who seek an occupation or career in the Supply Chain industry, thus providing an exceptional experience for customers.”

As you can see, a customer-focused mindset is central to logistics. It cannot be stressed enough that the customer is the ultimate arbiter of the success or failure of any supply chain enterprise.

The Course Plan

Guiding Quotation: “Pessimism never won any battles.”

- Dwight Eisenhower

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