



— FULL-TIME MBA  
CAREER ACCELERATION MODULE

## ENTERPRISE ENGINEERING

Through this direct, hands-on, 8-week course, you'll learn how the value-creating processes within the enterprise should be engineered.

Using computer and mathematical models, data analysis, and simulation, you'll learn how to engineer a company's supply chain. Learn how companies define what, when, and where things will be built. Understand the process for what, when, and where things will be bought. Review how design choices are made in setting up a network and how to move things around.

Half of the course will focus on supply chain management—how supply chains work, how to design supply chains, how to move goods through supply chains, and how to use information. Specific course themes include:

- + Analyzing/modeling operations data (e.g., demand)
- + Setting inventory replenishment, transportation, and logistics policies
- + Deciding number and location of manufacturing and distribution facilities
- + Reducing supply chain cost and improving performance

The other half of the course will focus on information technology—modeling and analysis, business intelligence systems, and IT applied to supply chain management. Specific course themes include:

- + The design and development of models that deal with uncertainty
- + Constructing a simulation model of a supply chain
- + Extending your skill set in Excel Visual Basic for Applications (VBA) and Microsoft Access

Course content is taught through lectures and case studies, as well as interactive computer games, simulations, and technology workshops. Several short, local trips allow a hands-on look at an entire global supply chain—from the import distribution center to the store shelf placement.

All types of businesses are looking for individuals who understand enterprise engineering dynamics. This course offers an exciting gateway into the many opportunities in this field.



Raymond A. Mason  
School of Business

### RECENT COMPANY VISITS

- + Port terminal visits
- + Wal-Mart/Target global supply chain operations
- + Maersk Distribution "Crossdocking" facility
- + UPS sorting hub
- + Amazon.com

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# ENTERPRISE ENGINEERING

From consulting and management to marketing and finance, every successful business professional needs to understand the strategic, tactical, and operational activities that create and deliver customer value. Starting day one, this CAM is designed to teach you how to think and make important decisions with regard to company opportunities and needs.

You'll gain both the practical knowledge and analytical skills today's employers are looking for. From risk management and outsourcing to decision-making and database programming, you'll learn how to design supply chains and service delivery processes in order to compete successfully in today's turbulent business environment using many different tools. This engaging experience will put you ahead in understanding the opportunities and challenges companies face such as:

- + Ever-changing competitive dynamics
- + Rapidly evolving technologies
- + Increasing customer expectations
- + Increasing complexity in business
- + Globalization, shortening life cycles

## WHO SHOULD TAKE THIS COURSE?

Students preparing for careers in:

- + Supply chain management
- + Consulting—internal or external
- + Marketing—inter-firm collaborative processes, CRM, forecasting
- + Finance—how to recognize/characterize firms that have the potential to create sustainable value
- + Mid-to upper-level corporate managerial positions in other disciplines

The CAM model offers a safe place to try out your ideas, sharpen your focus, and discover your passion. Through exposure to a variety of companies, you'll also learn more about what type of corporate culture appeals to you. By watching and listening to operations professionals, you'll learn to recognize and model different management and mentoring styles. This is your chance to see how dynamic enterprise engineering can be.



**WILLIAM & MARY**