

# Get Certified in Logistics & Supply Chain

Certified International Supply Chain Professional (CISCP)  
Certified International Supply Chain Manager (CISCM)

International Purchasing and Supply Chain Management Institute  
(IPSCMI), USA



**BLUE OCEAN**  
*Empowering Minds, Widening Horizons*

*Trained by BlueOcean and Certified by IPSCMI, USA*

# BLUE OCEAN

*Empowering Minds, Widening Horizons*

Blue Ocean, an ISO 9001:2008 certified organization is a leading management, training and educational consultancy firm. Blue Ocean has sparked the careers of thousands of professionals drawn from different industries who have displayed rare leadership qualities in challenging scenarios. We specialize in designing courses that bridge the gap between infrastructure and knowledge, imparting futuristic skills to a new genre of industry leaders, shaping them into dynamic professionals in an increasingly competitive world.



Blue Ocean is the region's leading knowledge empowerment enterprise. Armed with diverse training and consulting solutions, custom-designed to provide a makeover to individuals, professionals and major companies, Blue Ocean has set a new benchmark in creating professional capabilities translating directly into organizational profits.

Headquartered in Dubai with a strong presence in the Kingdom of Saudi Arabia, Qatar, Muscat India, Africa and Sri Lanka, Blue Ocean stands on an enviable reputation built on 16 years of training, 50,000 alumni worldwide and a global network of certified trainers, prestigious international certifications and multinational partners. Blue Ocean Academy's innovative training solutions are particularly relevant in today's resurgent economy, where investing in employee-learning programs showcases a company's commitment in creating a sustainable business culture.

This, in turn, increases profitability, builds loyalty and employees are committed to the success of the organization as a whole. Evidently organizations with a futuristic vision are committed to make training a part of the organizational culture and Blue Ocean is set to help organizations fulfill this very important role.

Continuous training translates into highly engaged employees; employees going that extra mile to meet organizational goals ; improved teamwork; increased ability to be competitive and loyal employees.

Competent and well-trained employees are assets for any company that seeks to shine.

Blue Ocean has in-built expertise in training and consultancy assignments that are industry-specific and custom-made. Starting from business process re-engineering to logistics and supply chain makeovers, Blue Ocean's consultancy solutions are much sought after by companies looking for a quick makeover or a permanent solution to a recurrent problem.

An impressive range of training, consulting and research services are on offer. Blue Ocean training consultants are renowned names in their field and are ready to share their expertise to help professionals and companies to reinvent and achieve sustainable business goals.

[www.blueoceanacademy.com](http://www.blueoceanacademy.com)

**LOGISTICS**

**GREAT OPPORTUNITIES, FANTASTIC SALARIES**

Driven by the dynamism of a new world economy, the demand for skilled logistics professionals is spiralling everyday. As opportunities abound and the gap between infrastructure and skills widen in every region, the World Logistics Council advocates a global strategy solution where the thrust is on training modern-day logisticians to handle unique challenges with new found skills, innovation and perfection.

The international freight industry is worth \$ 4 trillion every year and is projected to grow to 14 trillion by 2020. Technology alone cannot do the job, the crucial role of logistics professionals in dealing with myriad shipping, production, and distribution methods as they happen in 'real' time is the key to success for all companies across industries.

Flawless logistics planning ensures that all of the necessary resources, manpower, and structures are in place to complete the entire production and sales process. But as has been effectively demonstrated, the best plans can often fail due to a last minute client need or a production issue. Accidents do happen and planning often doesn't reflect updated information by the minute.

The global logistics industry is under extreme pressure to infuse greater security and efficiency in the flow of commerce from one end of the world to the other. In this trillion dollar industry, millions of jobs are being created and fantastic salaries being offered by logistics service providers. Logistics professionals are just in time to hone their skills and tap into this rapidly growing industry.

**BLUE OCEAN & IPSCMI EXCLUSIVE TIE-UP**

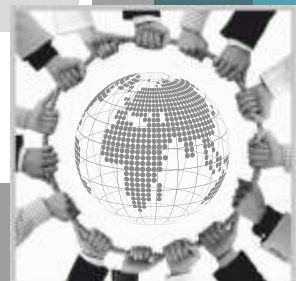


**International Certifications Knocking At Your Door**

The US-based International Purchasing and Supply Chain Management Institute (IPSCMI) is an elite training institution, offering a complete "portfolio" of training, education, and professional certification programs

The IPSCMI has entered into an exclusive tie-up with the Blue Ocean Management Training & Consultancy to offer logistics professionals a unique opportunity to upgrade their skills.

There are two premium certifications that they can avail of from IPSCMI –the CISCP or Certified International Supply Chain Professional (foundation course) and the CISCMI or the Certified International Supply Chain Manager (Advanced certification for Supply Chain Managers)



## A TWO-STEP QUALIFICATION TO REACH THE TOP

For all aspiring logistics professionals, the IPSCMI “Certified International Supply Chain Professional” followed by the “Certified International Supply Chain Manager” is a two-step qualification specially designed to carve out top-notch careers. A prestigious qualification recognized all over the world, logistics professionals learn new skills and innovations necessary to deal with modern shipping, production and distribution methods.

In the current global market the demand is shifting from the mere presence of logistics professionals to heads of enterprises who can define and create new processes and ensure that they are consistent with new world procedures.

Certified professionals are paid higher salaries than non-certified professionals. Herein lies the importance of such international certifications: you learn to carve a niche for yourself in the professional world with the aid of the new knowledge you acquire, get paid far more and reach the peak of your career with perfect ease.

The CISCIP or Certified International Supply Chain Professional and the CISCIM or the Certified International Supply Chain Manager are complementary to each other.

Every logistics professional needs to undertake the CISCIP course first before moving onto CISCIM. The CISCIP is a compulsory foundation course paving the way for the senior and advanced level. Logistics and supply chain is all about strategy, planning and operations. Initially the focus is on operations and planning with the thrust being on planning and strategy at the advanced level.

With such a unique opportunity knocking at your doorstep, this is just the right time to earn an US certification in Supply Chain management. When you enrol for this program, you will join an elite brand of “Certified International Supply Chain Professionals” worldwide who have not only benefited from this program but also moved rapidly up the corporate ladder after gaining the certification.



DESIGNED FOR

Incredible opportunity for all logisticians

**CISCP**

The CISCP is designed for all aspiring logistics professionals. More importantly, it is a key qualification for people who are employed in different sectors from construction, automobile to retail and are engaged in different logistics functions.

The IPSCMI CISCP is a crucial certification legitimizing a professional's standing in the world of logistics. A CISCP is held in high esteem by employers, colleagues and peers. When you are certified by IPSCMI, you are well-poised to make a difference to your career as well as the organization that you are working for.

**CISCMI**

CISCMI is an advanced level certification program in Supply Chain Management. The pre-requisite for joining CISCMI is getting certified as a CISCP first. The CISCMI course is designed for logistics professionals who want to grow into a senior management level. The course will mostly focus on the strategic aspects of Logistics and Supply Chain Management. By enrolling into the CISCMI program, students are able to improve themselves and contribute successfully to the organization that they are working in. Having the IPSCMI CISCMI tag will help students showcase the training, skills and qualification they have acquired to present and future employers.

■ **Program Benefits**

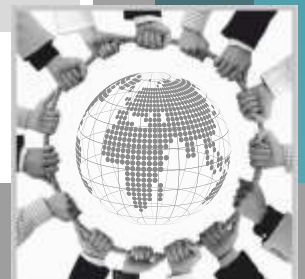
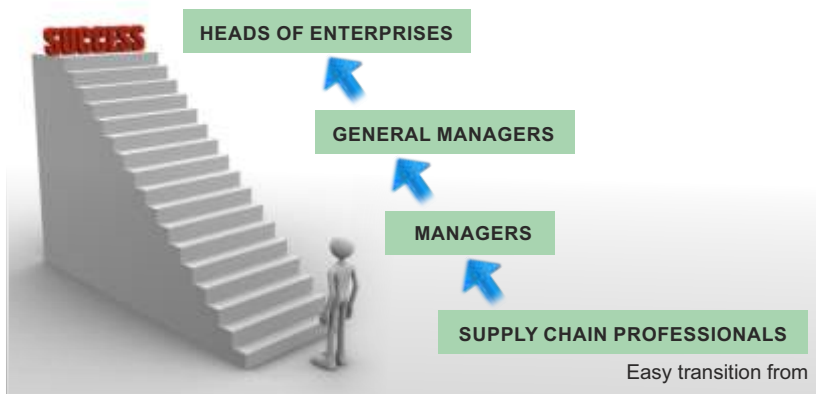
- Opportunity to get certified by the IPSCMI, the leading certification body from USA.
- International certifications that are recognized all over the world.
- New skills and knowledge to deal with complex supply chain scenarios.
- Sharpen strategy, planning skills.
- Increased pay packet, improved career prospects.

■ **Why get Certified?**



Research has shown that qualified Logistics and Supply Chain professionals are rare.

A survey by Purchasing Magazine revealed that those certified get 48% more salary than non certified professionals.



 **(CISCP)** **MODULES**

✓ **LOGISTICS AND SUPPLY CHAIN HISTORY AND CONCEPTS**

- History
- World Shipping
- Flows in the Supply Chain: Physical & Information
- Past, Present and Future of Supply Chains
- Importance of SCM
- SCM Metrics
- Logistics Value Engineering

✓ **MATERIALS MANAGEMENT**

- Service Levels / Fill Rates / KPIs
- Demand Based Forecasting Techniques
- Analysing the demand patterns
- Forecast errors
- Time Series Analysis & Exponential Smoothing in Forecasting
- Seasonality
- Order Quantity Matrix and Logics

✓ **INVENTORY MANAGEMENT**

- Pareto Analysis
- Inventory Provisioning
- EOQ, Coverage Analysis
- Understanding the role of Stocks in Supply Chain
- Buffer Stock
- ABC, VED, XYZ Analysis
- Role of Normal Distribution and Standard Deviation

✓ **PURCHASING, NEGOTIATING SKILLS**

- Defining Negotiation
- Approaches to Negotiation
- The Limits of Negotiation
- Maslows Need Hierarchy / Motivation Theory
- Principled Negotiation
- Planning & Preparing for Negotiation
- Communication in Negotiation
- Negotiation Strategies
- Negotiation Across Cultures
- Stages of Negotiation

✓ **PRODUCTION AND DISTRIBUTION GAME / BEER GAME**

- Concept from MIT, USA
- Real life simulation
- Understanding the Bull Whip effect
- Importance of Information flow in Supply Chains

✓ **INTERNATIONAL TRADING**

- History and concepts of International Trading
- INCO terms
- Letters of credit
- UCP 600
- International Chamber of Commerce (ICC)

✓ **ERP, MRP, PROJECT MANAGEMENT**

- Understanding ERP
- Drivers of ERP
- Evolution of MRP, MRP II and ERP
- Components of ERP
- Extended ERP
- Basics of SAP

✓ **SUPPLY CHAIN MANAGEMENT DRIVERS**

- Key Concepts
- Supply Chain evolution
- Logistics concepts, drivers, issues
- Purchasing and Procurement
- Material Handling
- Inventory Accuracy

✓ **QUALITY AND SUPPLY CHAIN MANAGEMENT**

- Data Driven Approach to SCM
- Quality and Metrics
- Six Sigma in SCM
- Critical to Quality (CTQ)
- Learning Charts: Run Charts,
- Process Mapping

 (CISCM) MODULES

All the modules taught in CISCM are of strategic nature. These modules will teach you to conceptualize the strategy and help planning. The knowledge of planning and operation learned in the CISCP will help a lot in understanding the concepts which are strategic.

✔ **SUPPLY CHAIN RISK MANAGEMENT**

- Introduction to Risk Management
- Risk Analysis and Evaluation
- Risk Management Policy
- Risks in Global SCM
- Distribution Risk Factors
- Financial Risk Factors
- SCM Risk and Complexity

✔ **PROCUREMENT & SUPPLY CHAIN MANAGEMENT**

- Traditional View of Procurement
- Evolving SCM
- Strategic Procurement
- Procurement Process
- Vendor Evaluation
- Logistics Protocols in Contracts
- The Firm and the Boundaries
- Global Sourcing
- Toyota Supplier Philosophy
- TCO and Strategic Issues
- Global SRM
- Managing Disputes – Negotiation, Arbitration, Adjudication

✔ **CONTRACTS MANAGEMENT**

- Basics of Contracts
- Contracts Types
- Contracts Administration
- Managing Disputes
- Contracts Closeout

✔ **SUPPLY CHAIN STRATEGY**

- Supply Chain Finance
- Sales & Cost Savings
- Supply Chain Costing
- Financial impact of SCM
- Financial implications of SCM on ROA
- Strategic Planning for Logistics & SCM
- Strategy Classification
- Porters Model
- Time based Strategy
- Asset productivity Strategies
- Shifts in Technology
- Relationship Based Strategies

✔ **OPERATIONAL EXCELLENCE IN SCM**

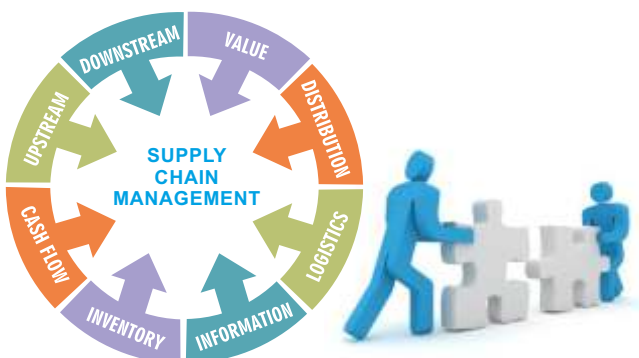
- Cross Functional Value Stream Mapping
- Centralization vs. De Centralization
- OPEX Model
- OPEX Tools – 5S, Kaizen, SMED, CFPM
- Value adding and Non Value Adding activities
- Line Balancing, Process Cell Design

✔ **TRANSPORTATION , WAREHOUSING & DISTRIBUTION**

✔ **PROCESS ANALYSIS, PRODUCTION**

✔ **STRATEGIC GLOBAL AND ORGANIZATIONAL ISSUES**

✔ **GROUP DISCUSSION AND CASE STUDIES**



## FACULTY PANEL

The most important element in the training is the trainer itself. The success or failure of a training program depends on the quality of the instructor. At Blue Ocean, we understand the importance of a trainer being a subject matter expert having instructional expertise.

Hence when you undertake a Blue Ocean training program, you can be assured to have the best of qualified trainers who have rich industry experience and vast experience in teaching.



**PROFILE OF THE PROGRAM DIRECTOR**  
**DR. SATHYA MENON**

Dr. Sathya Menon has over 22 years of experience (including consulting and training) in the field of Logistics, Supply Chain Management and Purchasing. He has worked with various MNCs like Ericsson, Compaq and large conglomerates like Samtel, AI Futtaim helping them to expand their Supply Chain operations. His training programs are rated par excellent by all the participants across the world. Currently he is holding the position of Executive Director - Academics in Blue Ocean Management Training and Consultancy. He is the driving force behind Blue Ocean to deliver quality training programs.

### TESTIMONIALS

*“The trainer and the method of training were very effective. We have really benefited from the training. We have recommended the training to other departments also. Wish you all the best” - AI Futtaim Logistics*

*“Highly commendable and beneficial” was the feedback from the participants of the Supply Chain Management course conducted at our Dubai head office. We thank you for the professional and efficient way the course was conducted.” - Grand Stores*

*“The training provided to our staff members at our Jebel Ali office was great. We appreciate the professional training given. It has benefited our department tremendously.” - DP World*

*“This course is a beneficial tool for our department. We have recommended the training to other departments. The feed back from the participants was excellent” - ENOC*

*“The training was excellent, very professionally delivered. We are looking forward for more association in the future for training.” – Dressler International*

### QUALIFICATIONS

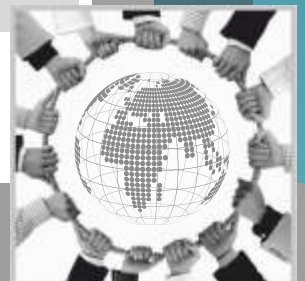
- PhD in Logistics and Supply Chain Management
- MBA in Supply Chain Management
- MBA in Materials Management
- Certified SAP Consultant for Supply Chain Management from SAP, Germany
- Certified Purchase Manager (CPM) from Institute of Supply Chain Management (ISM), USA
- Post Graduate Diploma in Marketing from UK
- Certified International Supply Chain Manager (CISCM) from International Purchasing and Supply Chain Management Institute (IPSCMI), USA
- Certified International Professional Training Consultant (CIPTC) from American Certification Institute (ACI), USA
- Certified Professional Purchasing Manager (CPPM) from American Purchasing Society (APS), USA
- Certified Purchasing Professional (CPP) from American Purchasing Society



**TRAINING SESSIONS**



***Make your Mark  
@ the Marketplace***



## CONVOCATIONS & SEMINARS





## TESTIMONIALS



"The trainees were very happy with the way the training was imparted to them. This training would definitely help them in streamlining their current work procedure."



"It is pleasure and happy to be a part of Blue Ocean all the time."



"Value Added training Thanks to Blue Ocean."



"It gives me more Motivation in achieving my goal in my chosen field."



"The training has influenced a lot of Confidence to move further."



"This training would benefit in my real life & Professional life."



"The trainers were excellent - Learnt a lot in Supply Chain."



"Getting more familiar in all aspects of supply chain and methods & tools used in training were fantastic."



"Mode of training, strategy & easy way of teaching method is Awesome."



"Blue Ocean trainers are skilled, Experience & subject matters experts-I always chose blue ocean all the time."



"The Infrastructure and ambience of training is above expected."



"Good Career Development Program and I recommend all Logistics Professionals should do this."



"Beyond our expectations - A must attend training for all Supply Chain Professionals."



"I would like to say that, I've attended lots of courses and workshops but never experienced such a professional Instructor."



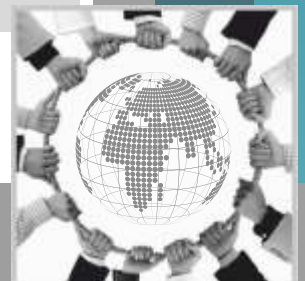
"Materials ,Co-ordination ,friendly learning atmosphere-Thanks to Blue Ocean."



"With my close to ten years of experience as Procurement Manager I still found that there was so much more to learn and the instructor did an excellent job."



"This training given is in-depth knowledge on SCM and make me aware on the latest best practices."



# GET CERTIFIED

Train @ Blue Ocean and gain entry into an elite club of certified professionals worldwide



**For more information  
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