

Your invitation to a 30-day TRIAL
at a *SPECIAL DISCOUNT PRICE* . . .

STRATEGIC MANAGEMENT OF RESOURCES

Take That Next Step Toward APICS CPIM Certification

We can help with a unique *distance learning program* that includes . . .

- *Your own PERSONAL INSTRUCTOR,*
- *A TOLL-FREE 800 NUMBER
for all your questions,*
- *An opportunity to establish your own learning pace—
we'll adjust to it.*



A unique
self-study
program with
one-on-one
guidance
from your
personal
instructor. . .

Prepare for
the APICS
CPIM
Certification
Exam

A
Unique
Distance
Learning
Experience

DEVELOP YOUR MANUFACTURING MANAGEMENT KNOWLEDGE AND SKILLS

PREPARE FOR THE APICS STRATEGIC MANAGEMENT OF RESOURCES CERTIFICATION EXAM

LEARN TO THINK— AND ACT— LIKE A MANUFACTURING MANAGER

THINKING AND ACTING LIKE A MANAGER IS THE FIRST STEP TO BECOMING ONE

A manager looks at the big picture. He sees the forest as well as the trees. She sees opportunity where others see only problems.

To help you think and act like a manager, MGI and Henry Hutchins (with content support from a panel of other APICS experts) have created a completely new learning-at-home experience for you. We call it simply,

Strategic Management of Resources.

The course combines concise, targeted instructional material with realistic applications-oriented Skill Development Exercises.

WHAT YOU'LL DO AND LEARN IN 25 HOURS OR LESS

You'll learn to think and act like a manager, using techniques such as:

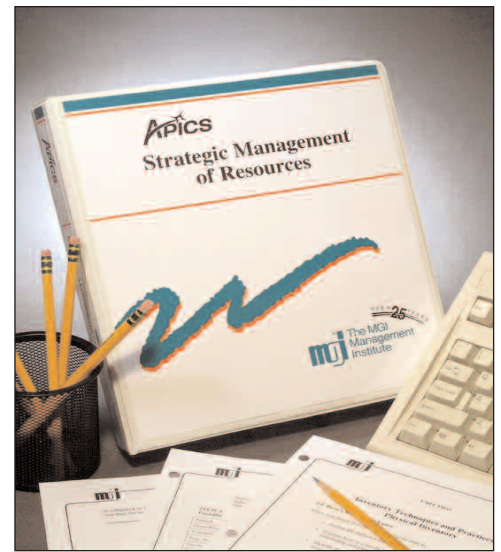
- The SWOT analysis—strengths, weaknesses, opportunities, and threats;
- Selecting the right strategy — product or process — and why;
- The volume/variety matrix;
- The four-step job design process;
- The technique of value chain mapping;
- The net present value method for evaluating a proposed project; and much, much more.

MEASURING PERFORMANCE— HOW TO KNOW WHEN YOU'RE DOING WELL

One key managerial function is the measurement of performance—how well are we doing? What could we do better? You'll learn to use techniques such as multiple-factor productivity measures, quality-related measures, and variety flexibility indicators to determine just how well your organization is doing and—even more important—where improvement is possible.

SUCCESSFUL MANAGERS ARE CHANGE LEADERS

Every manager deals with change — periodically, regularly, and frequently. When you understand the underlying concepts that affect and influence change, you're well on your way to becoming a successful manager. Unit nine of the course deals entirely with change — from how to involve your employees to understanding their motivation and bringing them “on board.” You'll learn about Maslow's hierarchy and how to modify your reward systems to reflect changed realities.



All this, and the rest of Strategic Management of Resources, is designed with two objectives in mind — to make you a better manager and to help you prepare for the strategic management of resources certification exam.

HOW THE COURSE WORKS

When you enroll, you'll receive your Strategic Management of Resources loose-leaf binder and course materials. This binder will provide a permanent reference for all your manufacturing management activities. In each of the nine units you'll be provided with:

- a comprehensive discussion of an area of strategic management;
- examples that show you how to apply the principles you've learned; and
- a series of Skill Development Exercises designed to help you practice your newly learned skills and solidify the knowledge you've acquired.

INSTRUCTOR SUPPORT WHEN YOU NEED IT — PLUS A TOLL-FREE NUMBER

You'll send your completed Skill Development Exercises via mail, fax, or e-mail—your choice—to the MGI Analysis Center. Your exercises will be carefully reviewed by your personal instructor/partner who will provide helpful comments whenever necessary. If you have questions, you can call a TOLL-FREE 800 number to get them answered.

WHO SHOULD TAKE THIS COURSE

You should take this course if you want to advance in production planning, purchasing, or operations management positions. This course will also prepare you for the strategic management of resources certification exam.

LET A RECOGNIZED EXPERT HELP YOU DEVELOP YOUR EXECUTION AND CONTROL OF OPERATIONS SKILLS. . .

Henry Alex Hutchins, CFPIM, CIRM, with content support from a panel of other APICS experts, has created and edited this unique self-study program. He is a partner in the firm Applied Industrial Cybernetics, a company which provides education and training in performance improvement systems implementation. Mr. Hutchins has over 20 years of experience in space shuttle and other assembly operations. He is recognized as a Certified Manager by the Institute of Certified Professional Managers, is listed in Who's Who in Education, and is a frequent speaker at both international conferences and other APICS meetings.

WHEN YOU FINISH . . . ENHANCED CERTIFICATION EXAM PREPARATION AND UNDERSTANDING OF STRATEGIC MANAGEMENT OF RESOURCES

When you complete the course, you'll have earned 3.5 Continuing Education Units (CEUs), and you'll receive a signed Certificate of Completion suitable for framing and display.



Perhaps most important of all, you'll be better prepared for the APICS Strategic Management certification exam and you'll have gained the experience and skills you need to make significant, ongoing contributions to all your company's manufacturing management.

ENROLLMENT INFORMATION

Detailed information on enrolling in **Strategic Management of Resources** is located on the back page of this brochure.

ENROLL IN THIS VITAL COURSE TODAY!

COURSE CONTENT

UNIT ONE: **Aligning Resources with Strategic Plans**

The seven key components of a business strategy; the content of an effective mission statement; use of the SWOT analysis; qualifiers vs. order winners.

UNIT TWO: **Choices Affecting Operations Structure**

Three types of operations strategies and when to use which; facilities to match your strategy; the volume/variety matrix; the product life cycle.

UNIT THREE: **Choices Affecting Operations Infrastructure**

Where most productivity gains come from; employee empowerment and the information organization; cross-functional teams; concurrent engineering, its benefits and risks; the house of quality concept.

UNIT FOUR: **Configuring and Integrating Operating Processes**

The operations planning and control process; market questions which affect your planning and control systems; how detailed scheduling and planning supports your competitive advantage strategy.

UNIT FIVE: **Supply Chain Management**

Viewing a process as a value chain; the external functions of supply management; the transportation component of material costs; the benefits of supplier alliances; reducing cycle times.

UNIT SIX: **Configuring and Integrating Design and Development and Cost Management Processes**

The development funnel concept; six goals of process improvement; guidelines for designing effective products; the Taguchi quality loss function; overhead and its absorption; calculation of inventory value.

UNIT SEVEN: **Project Management**

The distinction between manufacturing operations and projects; the functions of project personnel; project activities—planning, implementation, and closeout; calculating ROI; preparing a effective work statement.

UNIT EIGHT: **Measurement Management**

Deciding what to measure; two types of benchmarking, measures of productivity; assessing your firm's delivery speed; measures of after-market performance; calculating volume per end product.

UNIT NINE: **Change Management**

Two basic strategies for implementing change; the Shewhart and Deming Cycle change models; the four basic functions of a manager; Maslow's hierarchy of needs; how to reward employees for successful change implementation.

**ALL
IN
YOUR
OWN
OFFICE
OR
HOME . . .**

**AT
YOUR
OWN
PACE . . .**

**WITH
YOUR
PERSONAL
INSTRUCTOR
TO
HELP
YOU**

ENROLLMENT INFORMATION

APICS MEMBERS
SAVE \$80.00

COMMENTS FROM OTHER APICS HOME STUDY PARTICIPANTS

"...the course helped me with terminology in the field...and helped as I took the APICS Certification Exam."

J.A.M.
Morristown, NJ

"I was very pleased with the course. Having taken this course on my own initiative, I presented the manual to my immediate superior who was pleased with the quality."

Y.G.
Brossard, Quebec, Canada

"I've completed Capacity Management and have been impressed with it."

R.G.
Emeryville, CA

"Once again I passed the (certification exam) thanks in large part to your correspondence course. Thank you for the help toward my certification. I've taken six of your courses and found them invaluable."

R.R.Q., Jr.
Rolling Meadows, IL

A SPECIAL MEMBER DISCOUNT PRICE—NO OTHER COSTS

The nonmember price for Strategic Management of Resources is \$395. However, we are pleased to offer the course to APICS members for a reduced price of \$315.

The course fee includes your loose-leaf bound course manual, review of and detailed comment on all your skill Development Exercises, and personal response to every question you send in.

TO ENROLL

- Call (800) 444-2742
8:00 a.m. to 5:00 p.m. CT
Monday through Friday
- Fax your completed enrollment form to (773) 639-3001.
- Visit www.apics.org/bookstore and search by Stock #09325.

OUR GUARANTEE TO YOU

30-DAY TRIAL—Examine the course entirely at our risk for 30 days. If it's not exactly what you expected, simply return all material unused, and we'll promptly refund your full enrollment fee.

CONTINUING EDUCATION FOR MANUFACTURING PROFESSIONALS

This course was developed for APICS and is conducted by the MGI Management Institute, Hawthorne, New York.

For more than 30 years, MGI has been a leader in continuing education for the professions. MGI clientele includes the National Society of Professional Engineers and the Healthcare Financial Management Association. MGI continues to provide practical, up-to-the-minute self-study experiences for thousands of engineering, manufacturing, and healthcare professionals, and others.



TRIAL ENROLLMENT FORM

To: APICS Catalog Sales • 8430 W. Bryn Mawr Ave, Suite 1000, Chicago, IL, 60631

YES, I want to enhance my understanding of the APICS certification body of knowledge. Please enroll me in Strategic Management of Resources (Stock # 09325) and send all materials at once. My check, credit card charge, or purchase order is enclosed as shown at right.

I understand this includes all course material, processing of all my Skill Development Exercises, and personal response to all questions I send in.

I understand further that, if I'm not completely satisfied with the material, I may return it, unused, within 30 days for a full and immediate refund.

**For shipping outside of the United States, please call Customer Support at
(800) 444-2742
(773) 867-1777**

Order Stock # 09325

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PAYMENT INFORMATION

Member \$315

Nonmember \$395

Quantity _____

Subtotal _____

Sales Tax: IL 6.25%; NC 4.25%; Can GST 7%; Maritime HST 15% _____

Total Price \$ _____

Check enclosed (payable to APICS)

Purchase order enclosed

Charge the above amount to my credit card as shown below:

MasterCard VISA AMEX Discover

Acct. No. _____

Expiration Date _____

Signature _____