



Supply Chain Strategy & Analytics Certificate

Supply chain professionals are under increasing pressure to make faster, more strategic network decisions in an increasingly volatile, disruption-prone environment.

The Supply Chain Strategy & Analytics Certificate bridges that gap. Through applied learning and real-world scenarios. Participants develop the ability to connect logistics, procurement and operations, forecast demand and translate performance data into recommendations leadership can act on. With a focus on practical application and the responsible use of AI, the program prepares professionals to elevate their impact and become the person their leadership turns to for decisions.



Program Overview

The Supply Chain Strategy & Analytics Certificate prepares supply chain professionals to turn network data into smarter sourcing, planning and resilience decisions. Delivered in four focused four-week courses, the program moves participants from foundational logistics and procurement knowledge to applying advanced analytics, AI, strategic leadership and sustainability practices that improve cost, service and organizational performance.

Courses run in a continuous rotation with no prerequisites, so participants can start with whichever course is open and complete a single course or the full four-course certificate.

Who Will Benefit?

The Supply Chain Strategy & Analytics Certificate is designed for supply chain professionals working in planning, sourcing, logistics, operations, analytics or management who are ready to move beyond day-to-day execution and deepen their strategic and analytical capabilities.

The curriculum is particularly valuable for operations and logistics supervisors, managers and individual contributors who are accountable for process and performance improvement. It also benefits strategic sourcing, category and sales and operations planning specialists positioning themselves for a supply chain strategist or analytics manager role, as well as professionals transitioning into Texas' growing logistics, energy, transportation, manufacturing, technology and data center industries.

Participants who complete the program will be better equipped to connect logistics, procurement and operations into one strategic view, build risk and resilience plans and turn performance data into recommendations their leadership can act on.



Online, Instructor-Led
Cohort-based program.
Continuous course rotation,
no prerequisites.



80 Professional Development
Units (PDUs)
Certificate (4 courses)



8.0 Continuing
Education Units (CEUs)
Certificate (4 courses)



**Continuous
Starts**



\$3,240



Two Ways to Enroll

Option 1: Full Certificate (Recommended)

Complete all four courses and finish with an SMU certificate and shareable digital badges you can add to your résumé and LinkedIn, plus a course project improvement plan you can take back to your own operation. The full certificate costs \$3,240 — a \$360 savings versus paying \$900 per course.

Option 2: Single Course

Prefer to start smaller? Enroll in any individual course for \$900. No course requires another as a prerequisite, so you can start with whichever course is running and apply it toward the full certificate later.

Most learners choose the full certificate for the complete skill set and \$360 in savings.

Looking for Training for Your Team?

Many employers fund professional certificates from an existing training budget. Talk with a Student Success Representative about group enrollment or using tuition assistance.

The Case for Supply Chain Expertise Right Now

Employment for logisticians is projected to **grow 17% from 2024 to 2034***, much faster than the average for all occupations, which means more openings for professionals who pair operations experience with analytics.”

**BLS Occupational Outlook Handbook, Logisticians (2024): <https://www.bls.gov/ooh/management/logisticians.htm>*

Salary and employment outcomes are not guaranteed.

Program Content Summary

Course 1 - Supply Chain Foundations: Logistics, Procurement & Operations

Supply Chain Foundations builds the core skills professionals need to see the full picture, from sourcing to delivery. Participants connect logistics, procurement and operations and see how each one drives cost, service and competitive advantage. The course also explores how digital technologies and global trade are reshaping supply chains, building a foundation in supplier strategy and resilience that carries through the rest of the program.

By the end of this course, participants will be able to:

1. Connect how logistics, procurement and operations work together to drive cost, service and competitive advantage
2. Evaluate how digital technologies and global trade are reshaping supply chain networks
3. Build a foundation in supplier strategy and network resilience
4. Identify key stakeholders and interdependencies across the end-to-end supply chain
5. Apply foundational supply chain frameworks to real sourcing and operations decisions

Course 2 - Supply Chain Analytics and Applied AI

Supply Chain Analytics and Applied AI advances professionals from understanding supply chain data to putting it and AI, to work. Participants apply descriptive, predictive and prescriptive analytics to real planning decisions and get an overview of the analytics platforms and emerging technologies shaping the future of supply chain analytics such as Power BI, Tableau, SAP IBP, Kinaxis and Oracle SCM.

By the end of this course, participants will be able to:

1. Distinguish and apply descriptive, predictive and prescriptive analytics to real planning decisions
2. Evaluate how AI, machine learning and automation are reshaping supply chain analytics
3. Gain a working overview of common analytics platforms such as Power BI, Tableau, SAP IBP, Kinaxis and Oracle SCM
4. Apply data-driven approaches to forecast demand and get ahead of disruption
5. Translate analytics outputs into decisions that improve planning accuracy and performance

Course 3 - Supply Chain Strategy, Transformation & Resilience

Working through real examples such as: the Suez Canal blockage, semiconductor shortages and Red Sea shipping delays, participants learn to mitigate risk and build the contingency plans that keep a network running when something breaks. The course then develops the strategic leadership skills needed to align supply chain strategy with corporate strategy and lead a team through change.

By the end of this course, participants will be able to:

1. Identify supply chain risks and build resilience and contingency plans
2. Lead transformation initiatives across the supply chain
3. Apply lessons from real-world scenarios such as the Suez Canal blockage to semiconductor shortages and Red Sea shipping delays to build a disruption playbook
4. Align supply chain strategy with corporate strategy
5. Develop change leadership skills and bring executive decision frameworks back to your team

Course 4 - Supply Chain Sustainability, Analytics and Performance

The Supply Chain Sustainability, Analytics and Performance course focuses on turning dashboards into decisions. Participants learn to measure what matters through performance metrics their leadership will actually read and to balance cost, risk and sustainability across the network. The course introduces the fundamentals of sustainable supply chain management, including the business case for sustainability, core ESG concepts and how to map and evaluate a supplier network. It finishes with a course project improvement plan built for the participant's own operation.

By the end of this course, participants will be able to:

1. Balance cost, risk and sustainability in supply chain decisions
2. Explain the business case for sustainability and core ESG concepts
3. Map and evaluate a supplier network for sustainability performance
4. Develop a course project improvement plan for your own operation

What to Expect

Throughout the program, participants engage in an online learning experience designed to support the practical application of supply chain strategy and analytics concepts. The program is structured as four consecutive four-week courses, allowing participants to build from foundational knowledge to advanced, strategic application.

Upon successful completion of the program, participants can expect to:

- Connect logistics, procurement and operations to see the full picture and strengthen sourcing and network decisions
- Forecast demand and get ahead of disruption instead of reacting to it
- Put AI and automation to work, including an overview of platforms such as Power BI, Tableau, SAP IBP, Kinaxis and Oracle SCM
- Lead transformation and build the risk, resilience and contingency plans that keep a network running when something breaks
- Turn performance data into recommendations leadership can act on
- Gather the data needed to measure and defend results with KPIs and scorecards

Participants who successfully complete the program will earn a Certificate in Supply Chain Strategy & Analytics from SMU Continuing and Professional Education. In addition, upon completion of each course, participants will receive a shareable digital badge; empowering them to showcase their expertise, validate their skills and elevate their professional presence across networks.

Credit toward your professional development: The full four-course certificate carries 80 Professional Development Units (PDUs) and 8.0 Continuing Education Units (CEUs), based on 80 hours of program content. These may apply toward continuing education requirements for your professional certification; confirm eligibility with your certifying body before relying on them for recertification.





About SMU Continuing and Professional Education

Continuing and Professional Education (CAPE) is a division of Southern Methodist University, a nationally ranked, globally recognized comprehensive research university that has offered noncredit learning experiences to the DFW community and beyond for more than 70 years.

**SMU[®] Continuing &
Professional Education**

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