

2017 PRODUCT SAFETY MANAGEMENT CERTIFICATE COURSE



PRODUCT SAFETY MANAGEMENT COURSE

April 18 & 19 (opening workshop)

Sponsored by Saint Louis University's
John Cook School of Business
Center for Supply Chain Management
In cooperation with
ADK Information Services, LLC



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Program Design:

The Certificate in Product Safety Management (CPSM) is offered to enhance the skills and knowledge of product safety managers. The program uses a combination of classroom instruction, distance learning modules with instructor webinars and teleconferences, case study presentations, and communications techniques for dealing with product safety programs and issues in a company setting. Instructors are all experienced product safety professionals.

Students can expect to develop understanding and technique use in various areas that may include:

- *Building and maintaining a product safety system within a company*
- *Compliance and regulatory environment at the state, national and international level*
- *Risk management at the company and product level*
- *Product safety program design and hazard analysis*
- *Understanding of the standards, testing, and certification requirements under current regulations*
- *Managing the supply chain for product safety*
- *Data base management in the product safety system and during product recalls*
- *Product recall management and product retrieval from the marketplace and managed disposal*

The subjects will be introduced and discussed as critical elements in a product safety process during the opening two-day workshop at the John Cook School of Business on April 18 & 19, 2017.

Following this workshop, a three month period of *distance learning online modules and activities* helps student participants gain insight into the practical elements in managing the product safety process in a company. Each distance learning module consists of an on-line webinar meeting at ADK's distance learning site during which instructors present on topics, followed by student question and answer periods. These webinars generally last for an hour. Each webinar will be followed with a required learning assessment to demonstrate student understanding of the instruction module. Activities may consist of

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reviewing white papers, holding teleconferences with authorities in the product safety field, or other related to product safety topics of interest to the class.

The program will conclude with a two-day workshop on August 1 & 2, 2017 at the Cook School of Business during which students will make presentations on case studies in product safety that have been previously assigned. These case study presentations are designed to help students integrate the assigned topics into a presentation that demonstrates their comprehension, as well as serving as the final requirement for receiving the Certificate in Product Safety Management.

The program recognizes and respects the importance of confidentiality in a product safety environment. Students are discouraged from sharing company confidential information. Instructors are asked to present instruction that does not violate confidences or confidential information. Individual student information is treated confidentially. Students receive 'complete' or 'incomplete' grades following the final workshop. Students with incomplete grades will have the opportunity to obtain complete grades upon satisfactory completion of all course requirements.

Course Content April 18 & 19 - On campus instruction at Saint Louis University

1. Regulatory Compliance:

The legislative and legal environment for product safety management includes regulatory compliance at the state, national and international levels. This segment focuses on the current state of compliance, regulations, and legislative issues. Instruction may reference some of the issues relating to specific industries as reflected in the make-up of the class. The instruction will include requirements for meeting voluntary and mandatory standards, testing, certification, labels and warnings, and issues around harmonization between countries. Domestic and international regulations are reviewed, emphasizing that product safety management in a global environment requires an understanding of managing country-by-country and regional compliance and regulations.

2. Risk assessment and product safety system design:

The specific requirements that a company should consider for the design of its risk management/product safety process are explained. Risk assessment brought down to the specific product level is explained. Instruction covers the design of a product safety system and an understanding of how all of the elements of production interconnect, including product design, engineering, production, supply chain management, distribution, and customer feedback. Instruction will include a focus on how to develop a hazard analysis process to identify and respond to products

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that are in the design process, prior to manufacturing and distribution, when hazard identification can be much more costly to a company.

Standards, Testing, and Certification are introduced as concepts of compliance and quality control through a set of conformance protocols. Instruction will include examination of methods of certification that have changed in recent years to reflect the changing regulatory environment, as well as globalization of product manufacturing and importing/exporting.

3. Supply chain and data management for product safety

It is now common knowledge that companies anywhere in the supply chain are part of the product safety system. Companies that make component parts need to be managed as closely as the manufacturing process within the OEM's own factories. Supplier compliance to design or material standards are recognized as critical to a successful product safety process. Distribution and shipping issues can affect final product quality. Suppliers are often integral to product recalls and remedy programs that are agreed to by recalling companies and government agencies with oversight.

Database management for product safety and product recalls is a discipline critical to responding to government regulation. Product safety systems must account for data that includes design, testing, and production information at a microscopic level. In addition, a new focus on traceability requires that companies develop data strategies to be in compliance with recently-enacted regulations. Data schematics now include three primary elements: design and production; inventory and distribution; and end-user data. When companies need to recall products, the more thorough their data base strategy is, the greater the likelihood that their recall procedures will be recognized for thoroughness and attention to product safety. This will help companies in their risk management area.

4. Product Recalls and Retrieval

A comprehensive product safety system must incorporate planning for the need to conduct a product recall. A company that has a well-documented plan will reduce risk, and increase the effectiveness of their efforts in the event of a recall. Company lawyers should be involved in the design and management of all product recall related activities. Instruction will include how to manage legal requirements with respect to notification of the distribution chain and consumers. Corrective action plans, including appropriate remedies, must be approved by federal agencies with oversight. Management of remedies including returns, refunds, or retrofits all require specific documentation for each consumer reporting a hazardous product under recall. This section includes reference to social media and online techniques to enhance the recall process and help protect a company's reputation. Documentation of every phase of a product recall event, including product disposal, can help a company reduce risks and enhance its

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position in the event of litigation.

5. Case study:

Following the opening workshop, each student will develop a case study approved by company management that focuses on a product safety topic relevant to their company. Students must use elements of the product safety system applied to an analysis with supporting research. Case studies are based on identifying within their own company, and with approval of their management, a case study that will have value to the company's risk management program. As part of formal program completion, each student will be required to present their case study in the form of a presentation at the final workshop of the course in August.

6. Distance Learning Webinar Phase -May – July, 2017 (every other week sessions)

Final topics and schedules will be announced at opening workshop. Previous topics have included:

- *Building safety into a retail organization.*
- *Managing safety in the manufacturing process*
- *Proposition 65 – Managing safety in California*
- *Global product safety: the challenges of international outsourcing and management*
- *Hazard analysis*
- *Issues facing retailers, manufacturers and importers*
- *Testing and certification in a global product safety environment*
- *Product safety investigations*

7. **Regulatory perspectives.**

Topical instruction relating to current regulatory issues will include presentations by government regulatory agency personnel. Topics include Consumer Product Safety Improvement Act of 2008, product investigations, compliance plans, civil penalties, and various technical areas.

August 1 & 2: Concluding Workshop On campus at Saint Louis University

The final workshop of the Certificate in Product Safety Management will include the following sessions:

1. Case study presentations by each student. Students will have the opportunity to share their PowerPoint presentations with the class. The purpose of the presentations is to demonstrate knowledge of the product safety system, and

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- to use their communications skills in sharing that knowledge.
2. A workshop exercise on a current topic of interest and concern to the U.S. Consumer Product Safety Commission (CPSC), such as product recall effectiveness, Trusted Trading Partners, and burden reduction while achieving a company's compliance obligations.
 3. Final networking session with students
 4. Class feedback and survey to provide feedback to course planners
 5. Graduation ceremony with guest speaker

Course Summary

The Saint Louis University Product Safety Management certificate courses are recognized globally as a valuable, credentialed experience for product safety professionals. In 2012, the university and its product management education programs were recognized for their unique contribution to the product safety field with a Chairman's Commendation from Inez Tenenbaum, then Chairman of the U.S. Consumer Product Safety Commission.

Each program is tailored to address the most current product safety topics or developments. The number of topics and the subtopics may vary from class-to-class, with a goal of providing students with both theoretical and practical insights into product safety management. It should be emphasized that this course is a *practical, not theoretical, approach* to product safety management. In addition, students will have forged new relationships with other product safety professionals that can be useful throughout their careers. Finally, the Certificate in Product Safety Management will attest to the student's accomplishments in completing in class and distance learning objectives, as well as the company's commitment to a strong product safety program.

Program Tuition: \$4,500, includes course materials, access to distance learning platform, breakfasts, lunches, and on campus receptions.

For more information call Center for Supply Chain Management Studies at 314-977-3617, or go to cscms.slu.edu.

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