Certificate in Product Safety Management

Opening Workshop: April 22-23, 2014

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

Saint Louis University, John Cook School of Business

ABOUT THE COURSE

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.

The following 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 22 & 23, 2014**.

Students can expect to develop understanding and technique use in the following areas:

- An overall structure for product safety within a company

- Compliance and regulatory environment at the 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

Following this workshop, a **four-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 meeting at ADK's webinar site during which instructors present on topics, followed by student question and answer periods. These webinars generally last for an hour.
- The webinars will be followed with a required learning assessment to demonstrate student understanding of the instruction module. Activities may consist of 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 in a two-day workshop on **August 5 & 6, 2014** 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.

Tuition: $4,500

Fee includes all course materials, readings, on-line access to secure learning site and communication center, class photo, as well as breakfast and lunch during the workshops, parking and a class reception. Also included is the annual alumni reception at the ICPHSO conference.

For more information contact the Center at 314-977-3617 or visit
http://www.adksafetyinfo.com/

COURSE CONTENT

April 22 & 23 – Saint Louis University

1. ***The legislative and legal environment for product safety management***
   This session explores product safety at the national and international levels and focuses on the current state of compliance, regulation, and legislative issues. Instruction will touch on 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 discussed; emphasizing that product safety management in a global environment requires an understanding of country-by-country compliance and regulations.

2. ***Risk assessment and product safety system design:***
   The session reviews the specific requirements that a company should consider for the design of its risk management process. Risk assessment brought down to the specific product level is explained. All students will receive their own copy of the *Product Safety Manager's Risk Assessment Manual©*, with over 160-pages of 'how-to' information that includes step-by-step procedures in validating the steps necessary to building a verifiable product safety system.

   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 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 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 position in the event of litigation.

5. *Case study*

Each student will be assigned a case study that focuses on a fictitious product safety event within a company. Students must use elements of the Product Safety Risk Assessment Manual to prepare a response to the event. They will be required to present their response in the form of a presentation at the final workshop of the course in June.

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Distance Learning Phase
(May – July, 2014 every other week sessions)

Final webinar 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

- Issues facing retailers, manufacturers and importers
- Testing and certification in a global product safety environment
- Topical instruction relating to current regulatory issues
- Presentation by government regulatory agency personnel or authorities in the regulatory field.
- Final Webinar: *A summary session that often includes a topic and resource suggested by students and of current interest.*

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August 5 & 6: Concluding Workshop - 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 to use their communications skills in sharing that knowledge.
2. A workshop on a current topic of interest such as communicating product safety within an organization, or achieving senior management support for product safety.
3. Final networking session with students only participating
4. Class feedback and survey to provide feedback to course planners
5. Graduation ceremony with guest speaker

COURSE SUMMARY

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 approach to product safety management. Students throughout the course will be using their own copies of the proprietary *Product Safety Risk Assessment Manual* provided during the introductory workshop. Between the use of theoretical and practical applications, and the structure inherent in the Risk Assessment Manual, students will leave the program with a heightened awareness of how to manage a product safety system. In addition, they 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.

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

ABOUT THE SPONSORS

Saint Louis University, founded in 1818, offers 100 undergraduate and 70 graduate programs serving over 13,000 students from 50 states and 70 countries. U.S. News and World Reports rank the Center for Supply Chain Management Studies among leading supply chain education centers in the nation.

The university's product safety courses are developed in cooperation with ADK Information Services, LLC, an information and education development company serving the consumer product field.

ADK Information Services, in cooperation with Saint Louis University's John Cook School of Business Centers for Entrepreneurship and Supply Chain Management publish an annual Product Safety and Recall Directory that provides product safety personnel with capability and contact information for service providers in 40 different countries in a number of different industry categories.

For more information on ADK, the Product Safety and Recall Directory, or other product safety education courses, please visit http://www.adksafetyinfo.com/

VISITING ST. LOUIS

Saint Louis University is located in a thriving urban area filled with lodging options, from boutique to budget. Guests of Saint Louis University have recommended the following hotels.

Hotel Ignacio
3411 Olive St.
St. Louis, MO 63103
(314) 977-4411
An exceptional boutique hotel just steps away from Saint Louis University's campus, Hotel Ignacio offers 49 well-appointed guest rooms and two suites with unique themes -- fine art, performing arts, architecture and music -- that showcase its location in the city's arts center. Although no two rooms are designed exactly alike, they all offer Tempur-Pedic mattresses as well as organic bamboo sheets and towels. The hotel also has the distinction of being the first hotel in North America to offer Avaya Guest Media Hubs -- cutting-edge, multi-media communication devices -- in all of its rooms.

Water Tower Inn at Saint Louis University
3545 Lafayette Ave.
St. Louis, MO 63104
(314) 977-7500
Saint Louis University's own Water Tower Inn features 62 guest rooms, five meeting rooms, food service and a fitness center. Amenities include continental breakfast, data ports in every room, free local calls, guest laundry services, on-site parking and shuttle service to and from the University. Located one mile south of campus at SLU's Salus Center.

Need help getting to campus?

Check out www.slu.edu for how to reach Saint Louis University from throughout the St. Louis region, as well as parking or campus maps.

Getting to Saint Louis University via Interstate