

# Northeastern University partners with APICS Boston to launch new APICS CSCP preparation course.

## College/University Case Study APICS CSCP Learning System

### The Organization:

For more than 40 years, Northeastern University's (NEU) School of Professional and Continuing Studies (SPCS) has offered technical and professional development programs for middle- to senior-level professionals.

The APICS Boston Chapter is one of more than 250 North American chapters of APICS The Association for Operations Management. APICS provides operations and supply chain management professionals with superior education, certification, and membership programs. Learn more about APICS at [apics.org](http://apics.org).

### The Situation:

Globalization, technology advancements, and process improvements have created new opportunities in all industries. These changes require professionals to constantly update their skills to remain competitive. For Mark Gould, director of Management & Leadership and Technology divisions at NEU's SPCS, the result has been increased demand for the continuing education and professional development programs offered by NEU.

When Gould was first introduced to the APICS Certified Supply Chain Professional® (CSCP) course, there was immediate appeal. "Offering certification exam preparation is a great hook.

If you combine a certification program with a reputable association like APICS, the decision is easy." In fact, more and more, professional certification programs are driving enrollments.

### The Approach:

In February 2006, NEU decided to offer the APICS CSCP course. Gould's goal for the first course offering was to breakeven financially.

To ensure he had access to instructors and enrollees, he needed a connection in the supply chain management community. Gould found this connection through a partnership with the APICS Boston Chapter that provided access to a qualified instructor and a link to increasing awareness of the course.

APICS Boston Chapter President, David Rivers, CFPIM, CIRM, CSCP, worked with Gould on marketing the course. A brochure, produced by NEU, was distributed to local APICS members and course descriptions were posted on both organizations' Web sites.

NEU and APICS Boston also worked out a plan that met their needs financially. Each APICS Boston member that enrolled in the class received a 15 percent discount off tuition fees. Because of the partnership, the chapter received an incentive for each member that enrolled in NEU's course.



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Mark Gould  
Director,  
Management & Leadership  
and Technology Divisions  
Northeastern University

### The Results:

The partnership between Northeastern University and the APICS Boston Chapter provided benefits for each partner and resulted in a successful course launch. The first APICS CSCP course, offered during the fall 2006 term, had eight attendees, which was more than enough to breakeven. Since then, NEU has offered this 13-week course each term, with enrollments increasing to as many as 18.

While the numbers are impressive for a new course, Gould sees success beyond the numbers. "The APICS CSCP Learning System course offers three important benefits: the brand is recognizable, the certification is of value, and it promises long-term demand. With this type of course, there is value in simply being associated with it. If you have the money to market the course and you are set up to run it—go for it. Run the program."

For more information about implementing an APICS CSCP course through your college or university, contact your APICS CSCP Regional Representative at (888) 266-9079 or [CSCPLearningSystem@holmescorp.com](mailto:CSCPLearningSystem@holmescorp.com).

