



Center for Railway
Research and Education
Broad College of Business
MICHIGAN STATE UNIVERSITY

RAILWAY BUSINESS ADMINISTRATION: STRATEGY, LEADERSHIP, AND SUPPLY CHAIN MANAGEMENT

MICHIGAN STATE UNIVERSITY
LANSING, MI
APRIL 24 - 28, 2023



OVERVIEW

A stand-alone module of our established and highly respected **Railway Management Certificate Program**, this residential five-day program covers the essentials of business administration, strategy, and leadership for both freight and passenger railways. We combine classroom presentation of concepts by MSU faculty experts with discussions led by rail industry experts, and with site visits to see topics in context. Railway Business Administration brings together many aspects of the complex railway ecosystem.

KEY LEARNING OBJECTIVES

Participants in the certificate program will:

- Understand the context and complexity of the Railway Industry
- Learn key elements of transportation theory, concepts, and application (both freight and passenger)
- Explore the principles of marketing applied to rail services
- Examine key principles of leadership
- Learn principles of strategy and risk management
- Understand basic elements of finance and accounting
- Appreciate the role railways play in supply chain management and mobility, including key drivers such as inventory, timeliness, customer experience, reliability, and flexibility.

WHO SHOULD ATTEND?

- Railroad superintendents, trainmasters, and middle managers from engineering and support functions with capacity to perform at higher levels
- Managers/leaders requiring learning opportunity beyond their experience who have had limited business administration education
- Shippers needing to learn about the business of railroading to build better relationships to improve performance
- Suppliers to the rail industry wishing to learn about the business of railroading to improve communication and understanding
- Staff of rail agencies, regulators, policy bodies, and state/local government.

TENTATIVE SCHEDULE

MONDAY:

Strategy, Transportation, and Supply Chain Management

TUESDAY:

Leadership and Transportation Analysis

WEDNESDAY

Site Visits

THURSDAY

Negotiation, Marketing, and Customer Experience

FRIDAY

Risk Management, Future Opportunities

ONLINE

Finance and Accounting.

**For a copy of the latest schedule please email:
littlen@msu.edu**

SITE VISIT INFORMATION

Regional/short line railroad, major rail customer loading facilities, economic development sites (subject to availability.)

FACULTY

NICK LITTLE, FACULTY LEADER

is the Director Railway Education, Center for Railway Research and Education (MSU/CRRE). Before joining the CRRE team, Nick had a career with British Railways, supply chain management, and executive education.

MICHIGAN STATE UNIVERSITY FACULTY

from the #1 ranked University for both graduate and undergraduate Supply Chain Management programs for many years (US News & World Report).

SELECT SUBJECT MATTER EXPERTS

will join for guest lectures and presentations.

COST

\$5,000 – full tuition. Price includes instructional materials and site visits, faculty and staff support, overnight hotel rooms, daily breakfast, and lunch.

Transportation to and from the program, and dinner most nights are not included.

Discounts are available for multiple participants from the same company.

To utilize the best in adult learning practices, class size will be limited to twenty-five participants.

This program will comply with COVID-19 requirements at all class and site visit locations.

For More Information on MSU/CRRE and our research, please visit: raileducation.com

Online registration: execed.broad.msu.edu

Phone registration: 517-353-8711

CONFIRMATION

Following review and approval of your application, you will receive confirmation of your enrollment in the program.

CANCELLATION POLICY

Cancellations must be made in writing within 15 business days prior to the start of the program for a full refund (March 28, 2021). Refunds may be returned, credited towards a future program within a one year time frame, or applied to a substitute enrollee per request. Participant substitutions are welcome at any time prior to the start of the program. If a registered participant does not attend the program and does not forward written notification in advance, the participant will be charged the full program fee.

CONTACT

Have a question? Contact us at crrre@broad.msu.edu or 517-353-8711.