

Class/ Course: Packaging for Anti-Counterfeiting – introduction PRECOURSE workshop

Instructor: This course is led by Dr. John W. Spink, (BS 1998, MS 1991, PhD 2009 in Packaging from MSU), Assistant Professor, Department of Supply Chain Management, Eli Broad College of Business at MSU. Other supporting instructors draw upon industry or practical application experience.

Goal: Prepare the Packaging for Anti-Counterfeiting course student with an understanding of the basic concepts.

Objective: Provide the attendee with: This is a PRESCOURE workshop that presents more detail on anticounterfeiting packaging features, technology, application, and functionality. This presented the fundamentals in support of the Packaging for Anti-Counterfeiting course. This includes authentication element (package authentication technologies), product authentication, stand-alone vs online authentication tool, off-the-shelf vs purpose-built authentication tool, intrinsic vs extrinsic authentication element, traceability, serialization/ mass-serialization, and the systems to manage the programs. This includes the application of standards including the International Standards Organization ISO 12931:2012 Performance criteria for authentication solutions used to combat counterfeiting of material goods.

Target Student: A wide range of industry professionals who are tasked with selecting and implementing anti-counterfeit packaging. Also, support other employees who are either managing the problem or monitoring the marketplace.

Fee: \$495 per student

Course Structure and Logistics

- The PRECOURSE is conducted in one, 4-hour session before the Packaging for Anti-Counterfeiting course.
- Optional engagement activities including “office hours” support as well as one, 1-hour individual session.

Course Agenda – PRECOURSE:

Day	Topic	Detail
DayPRE Module1	Warm-up Basic Features	A review of the basic foundation of the need and role of packaging in an anti-counterfeit strategy. This includes the basic features and technologies.
Moudule2	Complex Features	This expands on the basics to provide insight on the more complex technologies or the multi-layered approach that creates more challenges for the counterfeiter.
Module3	Interoperability and Integration	The focus shifts to how the technologies interact and communicate between the anti-counterfeit features and with the overall supply chain management information systems. Finally, this presents the key insights needed to succeed in the full Packaging for Anti-Counterfeiting course.

Course Agenda – Full Course

Day	Topic	Detail
Day0/ Preliminary Activities	Warm-up	Open the course two weeks before the first meeting, provide readings and preliminary activities such as a gap analysis.
Day1	Introduction, Assessment	Introduce the counterfeit problem, anti-counterfeit strategies, packaging specific application, and then shift to reviewing current incident to help a student conduct a vulnerability assessment of their products.
Day2	Review assessment and risk rank	Build upon the assessment activity in Day1 to conduct a risk rank to identify the specific worst problems.
Day3	Select packaging and develop a proposal	Build upon the previous information to begin to review the most efficient ACP countermeasure and control systems. Complete a template for a report.
Engagement	Conclusion, finished report.	The goal is that at the end of the day, the students have completed a template and can “press save” on a final report.