



INDIAN INSTITUTE OF MANAGEMENT CALCUTTA

SUPPLY CHAIN MANAGEMENT

 Programme Directors: Prof. Balram Avittathur and Prof. Peeyush Mehta

 Programme Dates: December 12 - 16, 2022

 Programme Venue: MDC, IIM Calcutta



OBJECTIVES

Supply chains are a major source of competitive advantage. They are increasingly becoming complex and very few firms have succeeded in building excellent supply chains. The firms that have developed superior supply chain design and process capabilities have also demonstrated superior financial performance. Traditionally, supply chain management (SCM) has focused on reducing costs and improving efficiency. However, for the firms excellent in SCM, it has been a significant means of value enhancement.

The success of SCM in an organization would depend significantly on how well it is understood by its top management including the CEO and senior executives in finance, marketing, HRM in addition to traditional supply chain functions like procurement, production, logistics, distribution in both service and manufacturing contexts. This program is designed from the viewpoint of creating organizational excellence through SCM and is targeted at senior executives from various functions of the firm.

LEARNING OUTCOMES

This program aims to deliver i) strategic and comprehensive view of the firms' business, ii) developing performance metrics that promote end-to-end coordination while managing uncertainty, iii) capabilities for superior decision-making, iv) managing complex trade-offs such as the efficiency versus resilience dilemma, and v) supply chain design in the post-pandemic world.

In this program, we focus on the flexibility, responsiveness, and coordination issues in the supply chains that allow firms to be continuously respond to the challenges in global supply chains.



PEDAGOGY

The participants will be introduced to the basic philosophy, important concepts and best practices through interactive discussions, case studies, simulations, in-class exercises. The pedagogy is designed to develop in the participant a critical thinking of integrating demand with supply chain management.



WHO MAY ATTEND

This programme targets senior- and middle-management executives involved in supply chain functions in wide variety of production and service industries, sourcing and procurement, logistics, sales and marketing, project management, technology management and related functional areas.



KEY TOPICS

- Supply chain management as a competitive advantage
- Supply chain coordination – supply contracts, capacity planning, vertical integration
- Design of resilient supply chains and risk management – issues related to make versus buy, near-shoring, network design
- Demand planning and forecasting
- Strategic sourcing and supplier relationships
- Digital supply chains, technology driven supply chains
- Post pandemic emerging models in supply chains
- Supply chain analytics

Participant will be provided with selected reading materials.





PROGRAMME DIRECTORS

Prof. Balram Avittathur:

Balram Avittathur is a Professor in the Operations Management Group of IIM Calcutta and is a faculty member of the institute since 1999. He has a doctorate degree in Management from Indian Institute of Management Bangalore (Fellow, IIMB). His doctoral thesis was in the area of Supply Chain Management. Supply Chain Management and Service Operations Management are his areas of research and teaching interests. Prof. Avittathur received the Fulbright Post-Doctoral Research Fellowship Award for the year 2002-2003. He has articles on Supply Chain Management and Service Operations in international journals and magazines. He has conducted various corporate training programmes and has also served as consultant for different Indian corporate concerns.

Prof. Peeyush Mehta:

Peeyush Mehta is a Professor of Operations Management at Indian Institute of Management Calcutta since 2012. During 2005–2011, he was a faculty in the Department of Industrial & Management Engineering at the Indian Institute of Technology Kanpur. He obtained his doctoral degree from Indian Institute of Management Ahmedabad. He worked as a Post-Doctoral Research fellow at the Nanyang Technological University, Singapore. After obtaining his Bachelor of Engineering in Mechanical from Jodhpur University, he worked in industry for three years in Power sector operations. Peeyush's research interests are in the areas of operations strategy, supply chain coordination, strategic sourcing, supply contracts, manufacturing competitiveness, and game theory applications in operations. His research has appeared in a number of acclaimed international journals. At IIM Calcutta, he teaches courses on production and operations management, supply chain management, manufacturing management. He has taught in several executive programs for wide variety of firms in the areas of operational excellence, strategic sourcing, vendor development, service operations and supply chain management.

For further academic details you may contact Prof. Avittathur at balram@iimcal.ac.in.

PROGRAMME DETAILS

- **Duration:** December 12 - 16, 2022
- **Programme Commencement:** 9:00 AM on December 12, 2022
- **Programme Conclusion:** 2:00 PM on December 16, 2022
- **Venue:** Management Development Centre (MDC), IIM C Campus
- **Accommodation:** For Residential participants
 - **Check in:** December 11, 2022 (6:00 pm onward)
 - **Check out:** December 16, 2022 (2:00 pm)



PROGRAMME FEES

- **Residential (R):** ₹ 120,000/- plus taxes and surcharges as applicable.
- **Non-Residential (NR):** ₹ 110,000/- plus taxes and surcharges as applicable.

We would strongly encourage candidates to enroll as Residential participants, as the experience of an MDP is optimized in a full-immersion mode.

Discount on Programme fees:

A discount of 10% on the Programme fees can be availed by an organization if it nominates at least 4 participants for a particular MDP.

TERMS & CONDITIONS

- Participants would have to make their own travel arrangements.
- Accommodation at IIM C will be provided till 2.00 p.m. on the last day of the Programme. Participants staying beyond this time will have to bear additional stay and food charges, which they have to settle directly with the hospitality service provider, conditional upon room availability.
- Cancellation Policy: In case you/your nominated candidate(s) does(do) not attend the programme, 40% of the programme fees will be retained, as per policy.
- Executive Education Alumni: With effect from April 1, 2017, participants of IIM Calcutta's 'Open' MDPs who attend 20 days of learning through two or more Open MDPs will be eligible to apply for 'Executive Education Alumni of IIM Calcutta' status.

HOW TO APPLY

- You can apply/nominate your personnel by clicking on the “Apply Now” link corresponding to the particular MDP, as appearing on our online calendar available at: <https://iimcal.ac.in/mdp/mdp-calendar>
- Once the candidature(s) is (are) approved, the sponsoring authority or participant (in case of self-nomination) will be intimated over email along with the Payment Advice seeking programme fees in advance.
- Programme fees can be remitted online through Electronic Fund Transfer (NEFT/RTGS).
- Upon remitting the fees online, kindly intimate CMDP office with the UTRNo./relevant transaction details through email, so that we can connect your remittance to your nomination(s). Please note that confirmation of participation is subject to receipt of Programme fees by CMDP Office before commencement of the MDP.

IIM CALCUTTA'S RANKINGS AND ACCREDITATIONS

- Triple accreditations by AACSB (Association to Advance Collegiate Schools of Business), AMBA (Association of MBAs) and EQUIS.
- IIM Calcutta is the only B-school in India to be a part of the prestigious CEMS. (The Global Alliance in Management Education or CEMS (formerly the Community of European Management Schools and International Companies) is an international cooperation of leading business schools and universities with multinational companies and NGOs).
- IIM Calcutta has been ranked at No. 2 in India and 59 Globally in the Financial Times Executive Education Ranking 2022. IIM Calcutta had secured 2nd rank amongst all B-schools in India and 21st Globally, in Financial Times: Masters in Management Rankings 2020.



Our correspondence address is as follows:

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For all other details on administrative matters please refer to the ‘Guidelines for Participants’ on our website or e-mail to program_mdp@iimcal.ac.in