

Global Online Certification Course

Data-Driven Supply Chain Transformation 2024

Course Schedule

- ▶▶ 8th November 2024 – 14th December 2024
- ▶▶ Friday || 6:00 PM - 8:30 PM IST
- ▶▶ Saturday || 6:00 PM - 8:30 PM IST
- ▶▶ 30 hours || 12 Lectures

**Registration Deadline:
31st October, 2024**



About the Course



- Digital transformation, which refers to the use of data, analytics, and automation, has been applied by a few innovative companies, from Apple to Amazon to Dell, to transform their businesses and achieve a significant increase in their revenue and profit while decreasing costs. In all these cases, the objective is to apply business analytics to transform the way the organization manages its business, from manufacturing, supply chain, marketing, and revenue optimization all the way to understanding consumers' preferences and innovating new products.
- IIM Mumbai is proud to present the Global Online Certification Course on 'Data-Driven Supply Chain Transformation 2024' in association with Prof. David Simchi-Levi (MIT, USA) under the leadership of Prof. Manoj K. Tiwari (Director, IIM Mumbai), to accelerate the vision of PM Gati Shakti. This course is launched under IIM Mumbai 's Centre of Excellence in Logistics and Supply Chain Management which aims to develop India's logistics sector through applied research and industry outreach to tackle real-time business scenarios.
- This digital disruption is now motivating many companies in a variety of industries to reinvent their supply chains, from demand and supply planning to production and distribution. This course introduces Professor Simchi-Levi's unique framework that combines the three technology trends, digitization, analytics and automation, to reinvent the supply chain. Participants will gain a deeper understanding of :
 - Applications of these trends to improve efficiency, profitability, and growth
 - The required processes to improve supply chain visibility, flexibility, and resiliency
 - The appropriate organization and talent change



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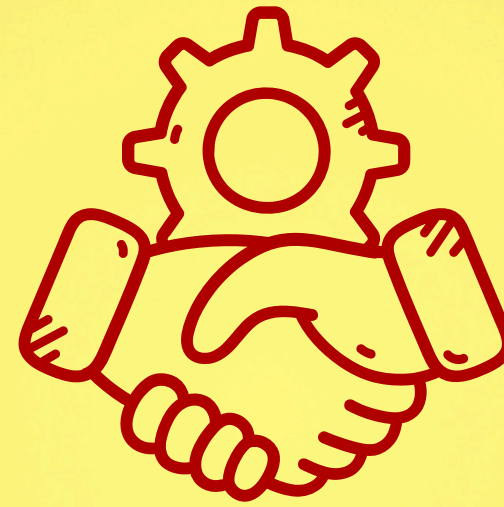


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Course Instructors



Prof. David Simchi-Levi

Professor – Business &
Supply Chain Analytics,

Director - Data Science Lab MIT, USA

Prof. Manoj Kumar Tiwari

Director,
IIM Mumbai



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Course Content

Week I & II

- Supply Chain Dynamics
- Understand industry trends affecting change
- Explore how Data, Analytics, and Automation improve business performance
- Data Science for New Business Models, Customized Offerings, and improved Operations
- Understand the relationship between Customer value proposition and operations strategy
- Understand Supply Chain Dynamics and the Bullwhip Effect
- Identify strategies to control the Bullwhip Effect
- Characterize the value of information
- **Case Studies:** 1.PC Manufacturer 2.CPG Network Optimization 3.Fashion Retailer

Week III

- Supply Chain Integration & Push-Pull Strategies
- Supply Chain Integration
- Push-Pull Strategies
- A Framework for matching supply and demand
- Driving Value through Complexity Reduction
- **Case Studies:** 1.Dell 2.Zara 3.Air vs Ocean in High-Tech



Course Content

Week IV

- Supply Chain Digitization
- Unified View of Demand
- Understand how to integrate internal and external data
- Develop an Effective demand forecasting process that brings together supply planning, financial planning, sales, and trade planning
- Understand effective mechanisms to ensure adaptability
- Supply Chain Segmentation
- Smart S&OP, Smart Execution, and Control Tower
- Develop a roadmap for a successful supply chain digitization: The Journey to Success; Organizational structure; Change Management
- **Case Studies:** 1.CPG 2.Fashion Retailer

Week V

- Supply Chain Resiliency, Redundancy and Flexibility
- Apply the Risk Exposure Index to identify the level of your Supply Chain Resiliency
- Stress Test: Time to Recover (TTR) and Time to Survive (TTS)
- Supply Chain Flexibility and Redundancy
- The Impact of Flexibility on Inventory Management Strategies
- **Case Studies:** 1.Ford 2.A large CPG company 3.PepsiCo
4.High Tech 5.Covid 19 Pandemic 6.Russia-Ukraine war



Course Content

Week VI

- Supply Chain Sustainability
- Sustainable Supply Chain as a source of competitive advantage
- Optimizing Efficiency, Responsiveness, and Carbon Emission trade-offs
- Impact of transportation mode selection on carbon emission
- Short-Term and Long-Term Opportunities to Reduce Carbon Emission
- **Case Studies:**
 - 1.CPG Network Design to balance efficiency and sustainability
 - 2.CPG Example: waste reduction



Course Highlights and Structure



Structure

- 8th November 2024 – 14th December 2024
- Friday 6:00 PM - 8:30 PM IST
- Saturday 5:30 PM - 8:00 PM IST
- 30 hours || 12 Lecture
- Mode of Instruction - Online Platforms
- Lecture Attendance and Course Participation will be the criteria for Course Completion.



Highlights

- Lecture recordings will be provided for 1 week
- Participants will get the opportunity to interact live with Prof. David Simchi-Levi.
- Learn decision making techniques through exhaustive case studies
- Lecture slides and supplementary material after each session.
- Upon completion of the course, all eligible registered participants will receive a Certificate of Completion from IIM Mumbai signed by Prof. David Simchi-Levi and Prof. Manoj K. Tiwari - Director, IIM Mumbai.



Course fees for individual registration

Category	Fee Category	Participation Fee (inclusive of GST)	Registration
Participants from India	Industry Professionals	₹ 30,000/-	Register Here
	Alumni	₹ 27,000/-	Register Here
	Academician/Faculty	₹ 20,000/-	Register Here
	Students	₹ 15,000/-	Register Here
Foreign Participants	Any	\$500	Coming Soon

Course fees for bulk registration

Slabs	Total Fee (inclusive of taxes)
Industry Professionals (11 or more)	₹ 25,000/- per participant
Academicians (11 or more)	₹ 18,000/- per participant
Students (11 or more)	₹ 12,000/- per participant



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Prof. David Simchi-Levi

- Prof. David Simchi-Levi is the most renowned Professor and Thought Leader in the field of Supply Chain Management.
- In 2023, he was elected as a member of the National Academy of Engineering. He is the recipient of the prestigious INFORMS Impact Prize 2020 for his work on Supply Chain Resilience.
- His book, "Designing and Managing the Supply Chain" (with P. Kaminsky and E. Simchi-Levi) is a staple across B-schools for their Supply Chain Management courses.
- He is the founder and chairman of LogicTools which provides software solutions and professional services for supply chain optimization. The company has provided decision support systems to clients such as Caterpillar, ConAgra, Kraft Foods, Mercer Management, Ryder, SC Johnson, UPS, U.S. Postal Service, Walgreens, etc., and was acquired by IBM.
- Profile on MIT website - [Prof. David Simchi-Levi](#)
- LinkedIn Profile: <https://www.linkedin.com/in/david-simchi-levi-3045026/>



Prof. David Simchi-Levi

Professor - Business & Supply Chain Analytics,

Director - Data Science Lab MIT, USA



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Prof. Manoj Kumar Tiwari



- Prof. Manoj K Tiwari, Director-IIM Mumbai, is on-lien from his post as Professor, Department of Industrial and Systems Engineering at the Indian Institute of Technology, Kharagpur.
- He has been ranked 1 among the top 100 individual researchers across the world who had published research articles in the International Journal of Production Research (1985-2010), the top leading author for Supply Chain Analytical Techniques (Computer & Industrial Engineering), among Top 20 most productive authors in the area of Production and Operations Management in the last 50 years (Int. Journal of Production Economics, 2009) and rated 2nd among many researchers working in Logistics and Supply Chain Management in India (Analysis of the logistics Research in India-White paper published in TU Dortmund University, Dortmund Germany-2012).
- He is the recipient of “Most Influential Researcher Award” in the domain of Operations and Supply Chain Management.
- He was recently awarded the David F. Baker Distinguished Research Award from the Institute of Industrial & Systems Engineers (IISE, USA).
- Optimization, Simulation, and Computational Intelligence are the main techniques adopted by Prof. Tiwari to automate the decision support system for complex and large scale problems in Manufacturing and Logistics System.
- Profile on IIM Mumbai Website - [Prof. Manoj Kumar Tiwari](#)
- LinkedIn Profile - <https://www.linkedin.com/in/manoj-tiwari-5050a634/>



Prof. Manoj K. Tiwari

Director, IIM Mumbai



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About Indian Institute of Management Mumbai



IIM Mumbai, formerly known as NITIE, has a rich history dating back to its establishment in 1963 with support from the Government of India, UNDP, and ILO. Renowned for its commitment to excellence, the institute has earned an impressive rank of 6th among Indian management schools in 2024, according to NIRF. Specializing in industrial management, supply chain, and operations, IIM Mumbai distinguishes itself through its focus on transformative education and industry-inspired research.

The institute boasts robust connections across private, public, and academic sectors, facilitating a holistic learning environment. With a strategic vision, IIM Mumbai aims to propel Indian businesses onto the global stage, dedicated to supporting the dynamic sectors of the Indian economy. By aligning its vision and activities with current and future needs, the institute stands as a beacon for fostering innovation, leadership, and global competitiveness in the field of management education.

A key initiative that highlights IIM Mumbai's contribution to national infrastructure and supply chain management is its involvement in the PM Gati Shakti – National Master Plan, launched in 2021. This ambitious project aims to break departmental silos and foster holistic infrastructure development, addressing challenges in multi-modal and last-mile connectivity for supply chains. As the nodal hub for capacity building under the plan, IIM Mumbai plays a pivotal role in supporting the government's vision of seamless coordination across sectors, enhancing India's infrastructure and supply chain capabilities to drive economic growth.



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Success of Previous Courses

IIM Mumbai had successfully completed 13 versions of the Global Online Certification Course on Supply Chain Digitization & Management, End-to-End Supply Chain Transformation through digitization and Business & Operations Analytics in association with Prof. David Simchi- Levi since 2021.

The courses received an overwhelming response with 21000+ individuals from reputed national and international organizations. Some prominent academic institutions include the IITs, IIMs, IIFT, University of London, University of Warwick and some eminent organizations include P&G, HUL, GE, ITC, Amul, Deloitte, General Mills, IBM, Titan, Reliance, PwC and many more.

Participants

21000+

Countries

18+

Organizations

700+

Industry Professionals

5000+

IITs & IIMs Students

2000+

List of Previous Courses

- Supply Chain Digitization and Management
- Business and Operations Analytics 2021
- End-to-End Supply Chain Transformation through Digitization
- Business and Operations Analytics 2022
- Competing in Business through AI-Powered Supply Chains 2022
- Supply Chain & Demand Analytics
- Business Analytics: From Data to Insights and Decision Making
- Data-Driven Supply Chain Transformation 2023
- Reinventing Business Operations with Data Analytics 2023
- Generative AI in Supply Chain Management
- Advanced Executive Program: Data-Driven Supply Chain Transformation 2024 for Flipkart
- Generative AI in Business Decisions 2024



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Coordinating Team



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Faculty Coordinators from IIM Mumbai

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- Prof. Jasashwi Mandal
- Prof. Ramesh Kumar
- Prof. Rony Mitra
- Prof. Nikhil Ghag

Student Coordinators from IIM Mumbai

- Mr. Debarghya Kar
- Ms. Sandra Mary Jacob
- Mr. Krishna Dighe
- Ms. Maneesha Joshi
- Mr. Shankha Shubhra Sarkar

[Click here](#) for FAQs.

For all queries, please E-mail to: goc@iimmumbai.ac.in



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