



भारतीय प्रबंध संस्थान रोहतक

INDIAN INSTITUTE OF MANAGEMENT ROHTAK

मैनेजमेंट सिटी, दक्षिण बायपास, NH 10, सुनारिया, रोहतक, हरियाणा, भारत-124010
Management City, Southern Bye Pass, NH 10, Sunaria, Rohtak, Haryana, India-124010

Sub - Welcome to the Online Executive Education Programme in Supply Chain and Logistic Management Applied Digital Transformation & Analytics

Dear Participants,

Greetings from IIM Rohtak!

Indian Institute of Management Rohtak welcomes you to the 50-hour online course on 'Supply Chain and Logistic Management Applied Digital Transformation & Analytics'.

As scheduled, the programme will commence on December 04, 2022 and will culminate on March 12, 2023.

The programme has been designed by the experienced and learned faculty of IIM Rohtak with an objective to enable business professionals to interpret a real-world problem and make informed decisions. The program aims to impart essential knowledge of several basic as well as advanced supply chain management techniques to the participants by engaging them in hands-on case studies and scenarios in real business contexts.

We believe that this programme is going to take the participants through a unique learning experience in the coming weeks.

The Information brochure comprising programme objectives, day-wise session schedule and faculty profile is being shared with you.

We wish you a pleasant and fruitful interactive learning experience.

Best wishes,
IIM Rohtak



Indian Institute of Management Rohtak

Online Executive Education Programme in Supply Chain and Logistic Management Applied Digital Transformation & Analytics

Executive Education

Faculty In-charge
Prof. Amol Singh



Course Objectives

Supply Chain Management enables an organization to look very closely at all possible avenues both intra and inter-company, of reducing costs from all functions and processes; keeping always, the customer in focus. Effective supply chain management uncovers waste in all its forms at all the levels, addresses squarely the bottlenecks and inefficiencies and comes up with responsive and low-cost solutions. Successful global businesses like Wal-Mart, Toyota and Dell Computers have established nearly unassailable positions in the world markets through Supply Chain excellence.

This course is designed to expose participants to the challenges involved in managing supply chains and enable them to understand the complexity of inter-firm and intra-firm coordination

Indian Institute of Management Rohtak					
eMDP on “Supply Chain and Logistic Management Applied Digital Transformation & Analytics” Batch 02					
Program Schedule: December 04, 2022 (Session Time: 08.45 AM - 11.35 AM)					
Session No.	Date	Topic	Cases/Readings	Reading	Faculty Name
<u>Module 1: Introduction and a strategic view of supply chains</u>					
1-2	Sunday, 4 December 2022	Introduction to Case Pedagogy	KCPL(A) IIMA		Dr. Koustab Ghosh
3-4	Saturday, 10 December 2022	Supply Chain Drivers and Metrics, Performance analytics	Chan, F. T. (2003). Performance measurement in a supply chain. The international journal of advanced manufacturing technology, 21(7), 534-548.	Chapter 3: Supply Chain Drivers and Metrics, Chopra, Meindl & Kalra (sixth edition) a). Usher, N. (2004), “Outsource or in-house facilities management: The pros and cons”, Journal of Facilities Management, Vol., 2 No. 4, pp. 351-359. (b). Chapter 15: Sourcing Decisions in a Supply Chain, Chopra, Meindl & Kalra (sixth edition)	Dr. Amol Singh
			Insourcing/Outsourcing: The FlexCon Piston Decision		
<u>Module 2: Planning and Managing Inventories in A Supply Chain</u>					
5-6	Sunday, 11 December 2022	Inventory Management for long Life cycle product	Caselet : Delivery strategy at Moonchem		Dr. Ashwani Kumar
7-8	Sunday, 18 December 2022	Managing Inventory under uncertainty and stochastic Demand and Lead time	Managing Inventories at ALKO	Chapter 12: Managing uncertainty in supply chain, Chopra & Meindl	Dr. Ashwani Kumar
9-10	Saturday, 24 December	Inventory Management for Short Life cycle product	XYZ Minerals Company (IIMA)		Dr. Anurag Tiwari
<u>Module 3: Role of information in Supply Chain</u>					
11-12	Saturday 07 January 2023	Supply Chain Anomalies: Bullwhip Effect, Double Marginalization etc.	PetMet and ClearOrbit/TSC (IIMA)	Lee, H. L., Padmanabhan, V., & Whang, S. (1997). The bullwhip effect in supply chains. Sloan management review, 38(3), 93.	Dr. Mahamaya Mohanty
<u>Module 4: Planning and Control of Supply and Demand</u>					
13- 14	Sunday, 8 January 2023	Demand Forecasting: Quantitative Techniques		https://www.aspiresys.com/WhitePapers/demand-planning-and-forecasting-planning.pdf	Dr. Ankit Keshwar
15-16	Sunday, 15 January 2023	Aggregate Planning in Supply Chain	Cataumet Boats, Inc., HBS		Dr. Amol Singh
<u>Module 5: Planning and Managing of Logistics Operations</u>					
17- 18	Saturday, 21 January 2023	Vehicle Routing Decisions	School Chaley Hum: Optimizing Students' Commute to KPS, Ivey Publishing	Chapter 14: Transportation in a Supply Chain, Chopra & Meindl	Dr. Anurag Tiwari
19- 20	Sunday, 22 January 2023	Transportation modes and Transportation Network, Data-driven supply chain and logistics	Solution plus, Supply chain design		Dr. Anurag Tiwari
<u>Module 6: Supply Chain Network Design</u>					

21- 22	Sunday, 29 January 2023	Designing Distribution Networks	Supply chain of a dairy firm		Dr. Amol Singh
23- 24	Saturday, 04 February 2023	Framework and Models of Network Design	Sc Consulting, DryIce Inc		Dr. Amol Singh
25- 26	Sunday, 05 February 2023	Network Design Under Uncertain Environment	Designing the production network at coolwipes, Managing growth at sportstuff.com		Dr. Peeyush Pandey
Module 7: Managing Cross-Functional Drivers in a Supply Chain					
27- 28	Sunday, 12 February 2023	Sourcing Decisions: Supplier Selection,	AHP-based approaches for supplier evaluation: Problems and perspectives, Journal of Purchasing and Supply management, Vol. 18, PP 159-172. (2012)	Chapter 15: Sourcing decisions in supply chain, Chopra & Meindl	Dr. Praveen Ranjan Srivastava
29-30	Saturday, 18 February 2023	Sourcing Decisions: Optimal Procurement Policies, Global Sourcing Strategy	Experience sharing on Sourcing decisions	PPTs will be shared after the session	Dr. Abhishek Singh (Industry Expert) (Britannia)
31- 32	Sunday, 19 February 2023	Pricing Analytics and Revenue Management in a Supply Chain	Case: Transform Printer		Dr. Praveen Ranjan Srivastava
Module 8: Advances in Supply Chain					
33- 34	Sunday, 26 February 2023	Developing Sustainable Supply Chain	A Truck is not a cookie: Matching Supply with Demand at Mahindra Truck and Bus Division (IIMA)	Analysing the complexities of sustainable wood supply chain in the Amazon: a systems thinking approach (Emerald)	Dr. Mahamaya Mohanty
35- 36	Saturday, 04 March 2023	Channel Coordination through Supply Chain Contracts	FORMAL CONTRACTS IN SUPPLY CHAIN MANAGEMENT: A CASE STUDY		Akhilesh Kumar Singh (Industry Expert) (Maruti)
37-38	Sunday, 05 March 2023	Digital Supply Chain Strategy and Transformation, The role of Technology and its applications to Digital Supply Chains		Critical success factors influencing artificial intelligence adoption in food supply chains, International Journal of Production Research, DOI: 10.1080/00207543.2021.1959665	Dr. Ashwani Kumar
39-40	Sunday, 12 March 2023	Project Presentation			Dr. Amol Singh
Note: 1. Each class will be of 2 hours 30 minutes duration (two sessions of 75 minutes each), * In case in campus sessions are possible, the dates for session 37-40 will be communicated well in advance. Otherwise the last two sessions will be held as per given schedule.					
Note 2: Participants may please note that attendance and project participation are compulsory elements for completing the certification process. Attendance with video camera on is compulsory					

Faculty Profiles



Dr. Amol Singh is a faculty in the area of Operations Management at IIM Rohtak. He did his Ph.D in Industrial Engineering from Indian Institute of Technology, Roorkee in 2006. He received MHRD fellowship for full time Ph. D. Research work at IIT Roorkee. His teaching interests are Project Management, Project Planning & Control, Operations Management, and Quantitative Techniques. He has conducted several long duration e-MDP programmes on Project Management & Project Management with Microsoft Project and MDP programmes on Operations & Supply chain Management. He has published several research papers in International Journals and conferences. His research work appeared in International Journals like, International Journal of Project Management, International Journal of Knowledge Management, Benchmarking an International Journal, Journal of Multi-criteria decision Analysis, Journal of Cleaner Production, International Journal of Integrated Supply Management, International Journal of Disaster Risk Reduction, Competitiveness Review, Journal of Purchasing and Supply Management, Journal of Modelling in Management, The International Journal of Advanced Manufacturing Technology Procedia Engineering, International Journal of Modelling in Operations Management, International Journal of Simulation Modelling, etc. and in International Conferences like POMS, MATADOR., DAAAM, SIMTECH etc.



Dr. Koustab Ghosh is an Associate Professor in the Area of HRM at IIM Rohtak. He earned his Ph.D. from Vinod Gupta School of Management (VGSOM), Indian Institute of Technology Kharagpur, attended Faculty Development Programmes from IIM Calcutta and MBA from Bengal Engineering and Science University (BESU), Howrah, West Bengal. He has worked on various academic assignments and industrial projects with a number of organizations including with the Indian Council of Social Science Research (ICSSR), MMTC, RITES, NTPC, Tata Power etc. With more than ten years of experience in industry and academics, he has conducted a number of in-company training programmes and management development programmes for various private and public sector organizations. Dr. Ghosh has published a number of academic research papers in journals of national and international repute and is also on the editorial board of various peer-reviewed international and national journals. He is also in the reviewer panel of a few peer-reviewed international journals. He contributes and presents papers in various international and national conferences on a regular basis. He is a life member of Indian Society for Training and Development (ISTD); a professional member of Society for Human Resource Management (SHRM) USA; and Executive Committee member of Asian Forum on Business Education (AFBE), Bangkok.



Dr. Praveen Ranjan Srivastava is an Associate Professor in the Area of Information Technology Systems at IIM Rohtak. He did his Ph.D. in Computer Science & Engineering from Birla Institute of Technology & Science, Pilani. During Ph.D. tenure he got various fellowship and awards from leading organizations like Google, Microsoft etc. Dr. Srivastava received his Master of Technology (M.Tech) degree in Software Engineering from MotiLal Nehru National Institute of Technology, Allahabad. Before joining IIM Rohtak, he has served As a Faculty In the Department of computer science @ BITS Pilani, Pilani campus Rajasthan about 8 years. He is currently doing research in the area of Data analytics, E-commerce & software engineering using nature inspired techniques. His research areas are software testing management, Analytics and E commerce, Software Project Management, Quality assurance, Agile Modeling & Management etc. He has published research papers in various leading international journals and conferences in the area of Information System/Computer science and engineering. His H index is 15 and I index is 24. He has been actively involved in reviewing various research papers submitted in his field to different leading journals and various international and national level conferences. He conducts several MDPs also.



Dr. Peeyush Pandey is a faculty in the area of Operations Management at Indian Institute of Management Rohtak. He has completed Fellow Program in Management (FPM) from the Indian Institute of Management Indore. Prior to his doctoral degree, Dr. Pandey has completed his M. Tech. in Industrial Management from Indian Institute of Technology, BHU, Varanasi. He holds a B. Tech degree in Computer Science from Krishna Institute of Engineering and Technology, Ghaziabad. His research articles, book chapters and case studies are published in many peer reviewed journals.



Dr. Anurag Tiwari is a faculty in the area of Operations Management at Indian Institute of Management Rohtak. Before joining IIM Rohtak, he has served as a faculty in Symbiosis Institute of Business Management at Symbiosis International University, Nagpur. He worked as a Post-Doctoral Fellow in Industrial Engineering and Management at Yuan Ze University, Taiwan. He did his Ph.D. in Information Management from Yuan Ze University Taiwan in 2016. He also has a B.Tech. in Electronics and Communication from Uttar Pradesh Technical University. His areas of research interest have been Supply Chain Management, Logistics Management, Optimization, Scheduling and Evolutionary Search Method. He has published articles in journals and conferences of international repute.



Dr. Ashwani Kumar is a faculty in the area of Operations Management at Indian Institute of Management Rohtak. He has awarded doctorate in operations management from Department of Management Studies, IIT Roorkee, Roorkee, India. He was awarded MHRD fellowship for doctoral Program. He has completed Masters in Production and Industrial Engineering. He has five years of experience in academics. He has published more than 15 research papers in reputed journals and conferences encompassing A*/A in ABDC, SCI, SSCI, ABS, Scopus, and ESCI indices. He is also reviewer of many reputed journals.



Dr. Mahamaya Mohanty is a faculty of Operations and Supply Chain Management area. She has done her Ph.D. from Indian Institute of Technology Delhi, India. She has received her Master of Technology (M.Tech) degree in Computer Science and Information Technology from College of Engineering and Technology (CET), Bhubaneswar, Odisha and earned Bachelor of Engineering (B.E) in Information Technology from College of Engineering Bhubaneswar (CEB). She has 08 years of teaching and research experience, worked as a faculty of Computer Science and IT in various institutes in India, prior to her full-time Ph.D. from the Department of Management Studies, Indian Institute of Technology Delhi. She has expertise in a variety of fields such as artificial intelligence, data analytics, operations research, logistics management system, and multi-criteria decision making. Her research has appeared in various reputed international journals like Transportation Research Part D: Transport and Environment, Journal of Modelling in Management, Management of Environmental Quality: An International Journal, and Journal of Management Analytics. She has been certified by Consultancy Development Centre (CDC), An Autonomous Institution of DSIR, Ministry of Science and Technology Govt. of India as a Technical Consultant.



Dr. Ankit Kesharwani is an assistant professor in the area of Marketing and Strategy. Prior to joining IIM Rohtak, he was associated with the Indian Institute of Foreign Trade (IIFT) Delhi Campus (2018-2021), and IBS Hyderabad (2014-2018). During his Ph.D., he was a visiting scholar at Fogelman College of Business and Economics, University of Memphis, USA (2011 -2012). He has about 8 years of post-Ph.D. experience in teaching MBA students, Executive MBA students, and Doctoral students. He has specializations in Digital Marketing, Marketing Analytics, Web and Social Media, Analytics, Business Research Methods, Marketing Research, Marketing Management, and Customer Relationship Management. He has taken training sessions for employees of various government and corporate organizations, including DGR, Tata Metaliks, Electronics Corporation of India Limited, Punjab National Bank, National Cooperative Dairy Federation of India Ltd, Engineers India Ltd, and Indian Energy Exchange Limited. He was also involved in various government projects like Sector-Specific Logistics Performance Index (LPI-S) 2020 by IIFT, Logistics Ease Across Different States (LEADS) 2021 report by Ernst & Young, and Khadi and Village Industries Commission (KVIC) 2021 project by IIFT. He has also published several research papers in premier international journals such as Information & Management, Electronics Commerce Research, Behaviour & Information Technology, Journal of Strategic Marketing, Journal of Global Information Management, Journal of Internet Commerce, etc. Primarily his area of research interest revolves around Technology adoption, Mobile Health Apps, Mobile Payment Apps, Online Advertising, Service Co-creation, etc.