



**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 July 10, 2022 and will culminate on November 27, 2022.

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. Peeyush Pandey



## 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 01**

**Program Schedule: July 10, 2022 (Session Time: 08.45 AM - 11.35 AM)**

Session No.	Date	Topic	Cases/Readings	Reading	Faculty Name
<b><u>Module 1: Introduction and a strategic view of supply chains</u></b>					
1-2	Sunday, 10 July 2022	Introduction to Case Pedagogy	The Demise of Blockbuster		Dr. Peeyush Pandey
3-4	Sunday, 17 July 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.  <b>Insourcing/Outsourcing: The FlexCon Piston Decision</b>	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. Aditya Sahu
<b><u>Module 2: Planning and Managing Inventories in A Supply Chain</u></b>					
5-6	Sunday, 24 July 2022	Inventory Management for long Life cycle product	Caselet : Delivery strategy at Moonchem		Dr. Ashwani Kumar
7-8	Sunday, 31 July 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	Sunday, 07 August 2022	Inventory Management for Short Life cycle product	XYZ Minerals Company (IIMA)		Dr. Mahamaya Mohanty
<b><u>Module 3: Role of information in Supply Chain</u></b>					
11-12	Sunday, 14 August 2022	Supply Chain Anomalies: Bullwhip Effect, Double Marginalization etc.		Lee, H. L., Padmanabhan, V., & Whang, S. (1997). The bullwhip effect in supply chains. Sloan management review, 38(3), 93.	Dr. Peeyush Pandey
<b><u>Module 4: Planning and Control of Supply and Demand</u></b>					
13- 14	Sunday, 21 August 2022	Demand Forecasting: Quantitative Techniques		<a href="https://www.aspiresys.com/WhitePapers/demand-planning-and-forecasting-planning.pdf">https://www.aspiresys.com/WhitePapers/demand-planning-and-forecasting-planning.pdf</a>	Dr. Ashwani Kumar
15-16	Sunday, 28 August 2022	Aggregate Planning in Supply Chain	<b>Cataumet Boats, Inc., HBS</b>		Dr. Peeyush Pandey
<b><u>Module 5: Planning and Managing of Logistics Operations</u></b>					
17- 18	Sunday, 04 September 2022	Vehicle Routing Decisions	School Chaley Hum: Optimizing Students' Commute to KPS, Ivey Publishing	<b>Chapter 14: Transportation in a Supply Chain, Chopra &amp; Meindl</b>	Dr. Anurag Tiwari
19- 20	Sunday, 11 September 2022	Transportation modes and Transportation Network, Data-driven supply chain and logistics	<b>Solution plus, Supply chain design</b>		Dr. Anurag Tiwari
<b><u>Module 6: Supply Chain Network Design</u></b>					
21- 22	Sunday, 18 September, 2022	Designing Distribution Networks	Supply chain of a dairy firm		Dr. Amol Singh
23- 24	Sunday, 25 September, 2022	Framework and Models of Network Design	Sc Consulting, DryIce Inc		Dr. Amol Singh
25- 26	Sunday, 09 October, 2022	Network Design Under Uncertain Environment	<b>Designing the production network at coolwipes, Managing growth at sportstuff.com</b>		Dr. Amol Singh

**Module 7: Managing Cross-Functional Drivers in a Supply Chain**

27- 28	Sunday, 16 October, 2022	Sourcing Decisions: Supplier Selection,			Dr. Praveen Ranjan/Dr. Ashwani Kumar
29-30	Sunday, 23 October, 2022	Sourcing Decisions: Optimal Procurement Policies, Global Sourcing Strategy			Dr. Abhishek Singh (VF)
31- 32	Sunday, 30 October, 2022	Pricing Analytics and Revenue Management in a Supply Chain			Mr. Saurabh Mishra (VF)

**Module 8: Advances in Supply Chain**

33- 34	Sunday, 06 November, 2022	Developing Sustainable Supply Chain	Analysing the complexities of sustainable wood supply chain in the Amazon: a systems thinking approach (Emerald)		Dr. Mahamaya Mohanty
35- 36	Sunday, 13 November, 2022	Channel Coordination through Supply Chain Contracts	FORMAL CONTRACTS IN SUPPLY CHAIN MANAGEMENT: A CASE STUDY		Dr. Priyank Sinha
37-38	Sunday, 20 November, 2022	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: <a href="https://doi.org/10.1080/00207543.2021.1959665">10.1080/00207543.2021.1959665</a>	Dr. Ashwani Kumar
39-40	Sunday, 27 November, 2022	Project Presentation			Dr. Peeyush Pandey

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

## Programme Coordinator



**Name of Faculty:** Prof. Dheeraj Sharma

**Current Post held:** Director

**Employment Record/Experience:**

**Prof. Dheeraj Sharma** (Director, IIM Rohtak) is a marketing professor and writer. He has taught at numerous educational institutions including University of North Texas, Louisiana Tech University, University of Winnipeg, Ball State University, Athabasca University and IIM Ahmedabad. Prof. Sharma has a doctoral degree with a major in marketing and a double minor in psychology and quantitative analysis from Louisiana Tech University. His primary research interests are “relationships” in business domain. He explores relationships in the context of Workforce motivation (different levels of employees in an organization), behavioral channel theory (relationship between channels and organizations), international marketing strategy (cross-cultural relationship such as between brands across national boundaries), personal selling, brand management (relationship between consumers and brands), social media management (Human to Human Relationships), and ethics (Relationship between individual, organization and society). As a doctoral candidate, Dr. Sharma was Robert B. Toulouse Doctoral Fellow and Graduate School Doctoral Fellow. He is a member of who's who of American professionals. He has conducted/participated in training programs and engaged in consulting assignment(s) with ICI Paints, Duncan Holdings LLC, Globe Rangers LLC, Hero Cycles Ltd, First Merchants Bank of America, Ambuja Cements, Mahindra and Mahindra, Tata Motors, Tata Teleservices Ltd, Tata Housing, Exide batteries, Central Warehousing Corporation, Life Insurance Company, Employee State Insurance Corporation, PGIMER, Vodafone, Alkem Pharma, Zydus Pharma, Watson Pharma, Colgate Palmolive, KPMG, Price Waterhouse Cooper, JK Fenner, Bajaj Auto, Cadbury, Punjab Milkfed among others. Prof. Sharma has been involved in consulting projects or/and executive training with several multinational corporations such as, He has conducted/participated in training programs and engaged in consulting assignment(s) with ICI Paints, Duncan Holdings LLC, Globe Rangers LLC, Hero Cycles Ltd, First Merchants Bank of America, Ambuja Cements, Mahindra and Mahindra, Tata Motors, Tata Teleservices Ltd, Tata Housing, Exide batteries, Central Warehousing Corporation, Life Insurance Company, Employee State Insurance Corporation, PGIMER, Vodafone, Alkem Pharma, Zydus Pharma, Watson Pharma, Colgate Palmolive, KPMG, Price Waterhouse Cooper, JK Fenner, Bajaj Auto, Cadbury, Punjab Milkfed among others. Dr. Sharma continues serve on boards and advisory boards of many organizations including central government appointed independent director on IRCTC (Indian Railways) and Punjab Government appointed independent director on Punjab State Cooperative Milk Producers Federation Limited. His expert views have been cited in many major international newspapers including Business Standard, Economic Times, Times of India, DNA, The Tribune, The Hindu, Asian Age, Vancouver Sun, Calgary Herald, Edmonton Journal, Montreal Gazette, National Post, CTV National News, among others.

## Faculty Profiles



**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. 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. 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. 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. Priyank Sinha** is a faculty in the Operations area at Indian Institute of Management Rohtak. He is a PhD in Operations Research from Indian Institute of Technology, Kanpur and holds ME in Manufacturing Systems Engineering from Birla Institute of Technology and Sciences, Pilani. Prior to joining IIM Rohtak, he has worked as an Assistant Professor Jaipuria Institute of Management, Indore. His research interest includes supply chain risk, disruption; network optimization; process optimization, etc.



**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. Aditya Kumar Sahu** is an Assistant Professor in the Operations Management area at the Indian Institute of Management (IIM) Rohtak. He has finished his PhD in the area of Operations Management & Decision Sciences from IIM Kashipur. He completed his Master's degree in Industrial Engineering and Management from the Indian Institute of Technology (Indian School of Mines), Dhanbad in 2016. He also holds a Bachelor of Engineering degree in Electronics and Telecommunication engineering. He is passionate about deploying better operations inside the factory using effective tools and techniques to satisfy the customer's requirements. He has scholarly publications in various reputed international journals such as Production Planning & Control, Journal of Cleaner Production and Australasian Marketing Journal. He has also reviewed several articles for reputed journals.