



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 April 23, 2023 and will culminate on August 13, 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. Peeyush Pandey
and Prof. Aditya K Sahu



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 03

Program Schedule: April 23, 2023 – August 13, 2023 (Session Time: 08.45 AM - 11.35 AM)

Sessi on No.	Date	Topic	Cases/Readings	Reading	Faculty Name
<u>Module 1: Introduction and a strategic view of supply chains</u>					
1-2	Sunday, 23 April 2023	Introduction to Case Pedagogy	Kanpur Confectioneries Private Limited (A), by M R Dixit and Vandana Dixit, IIM A Case reference number: BP0268(A)		Dr. Vaneet Bhatia
3-4	Sunday, 30 April 2023	Supply Chain Drivers and Metrics, Performance analytics	Will be shared by the expert/faculty before the session		Dr. Ashwani Kumar
<u>Module 2: Planning and Managing Inventories in A Supply Chain</u>					
5-6	Sunday, 07 May 2023	Inventory Management for long Life cycle product	Will be shared by the expert/faculty before the session		Dr. Sachin Kamble VF
7-8	Sunday, 14 May 2023	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, 21 May 2023	Inventory Management for Short Life cycle product	XYZ Minerals Company (IIMA)		Dr. Ashwani Kumar
<u>Module 3: Role of information in Supply Chain</u>					
11-12	Saturday, 27 May 2023	Supply Chain Anomalies: Bullwhip Effect, Double Marginalization etc.	Case: Health Pharma: managing supply chain (Emerald Emerging Markets Case Studies)	The Bullwhip Effect in Supply Chains (https://sloanreview.mit.edu/wp-content/uploads/1997/04/633ecdb037.pdf)	Dr. Aditya Sahu
<u>Module 4: Planning and Control of Supply and Demand</u>					
13- 14	Sunday, 28 May 2023	Demand Forecasting: Quantitative Techniques	https://www.aspiresys.com/WhitePapers/demand-planning-and-forecasting-planning.pdf		Dr. Aditya Sahu
15-16	Sunday, 04 June 2023	Aggregate Planning in Supply Chain	Case: -Erin’s Energy Plan		Dr. Amol Singh
<u>Module 5: Planning and Managing of Logistics Operations</u>					
17- 18	Sunday, 11 June 2023	Vehicle Routing Decisions	School Chaley Hum: Optimizing Students' Commute to KPS, Ivey Publishing		Dr. Anurag Tiwari
19- 20	Sunday, 18 June 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	Saturday, 24 June 2023	Designing Distribution Networks	Supply Chain of a dairy Firm		Dr. Amol Singh
23- 24	Sunday, 25 June 2023	Framework and Models of Network Design	Sc Consulting, Dryice Inc		Dr. Amol Singh
25- 26	Sunday, 02 July 2023	Network Design Under Uncertain Environment	Designing the production network at coolwipes, Managing growth at sportstuff.com	Chapter 5, Chopra, S., Meindl, P., & Kalra, D. V., Supply Chain Management by Pearson. Pearson Education India.	Dr. Peeyush Pandey

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

27- 28	Sunday, 09 July 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. Ashwani Kumar
29-30	Sunday, 16 July 2023	Sourcing Decisions: Optimal Procurement Policies, Global Sourcing Strategy	Will be shared by the expert/faculty before the session		Mr. Asif Jasat Industry Expert
31- 32	Saturday, 22 July 2023	Pricing Analytics and Revenue Management in a Supply Chain	Text book case. Will be shared before the session.		Dr. Akanksha Saxena

Module 8: Advances in Supply Chain

33- 34	Sunday, 23 July 2023	Developing Sustainable Supply Chain	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. Ashwani Kumar
35- 36	Sunday, 30 July 2023	Channel Coordination through Supply Chain Contracts	Health+: A Clean Entry to Big Mart	Chapter 10, Chopra, S., Meindl, P., & Kalra, D. V., Supply Chain Management by Pearson. Pearson Education India.	Dr. Peeyush Pandey
37-38	Sunday, 06 August 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, 13 August 2023	Project Presentation			Dr. Aditya Sahu/ 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

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. 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. 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.



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. Vaneet Bhatia holds PhD from the Indian Institute of Management Raipur in the area of Finance. He is an MBA in Banking & Insurance from the University Institute of Applied Management Sciences, Panjab University, Chandigarh. He secured the third rank in his MBA. He is UGC-JRF in Management, SAS base certified programmer and has qualified JAIIB. He is currently pursuing actuarial sciences from the Institute of Actuaries of India.

Dr Bhatia has close to 7 years of teaching and industrial experience. Before joining IIM Rohtak, Dr Bhatia worked with the Jindal School of Banking & Finance for about 5 years. He also worked as a probationary officer in Vijaya Bank (now Bank of Baroda) for 2 years. His research interests fall under the domain of corporate finance and financial economics. He has published several papers in peer-reviewed national and international journals.



Dr. Akanksha Saxena is a Visiting Assistant Professor in the area of Finance and Accounting. Before joining IIM-Rohtak, she was working with IBS Hyderabad as Assistant Professor in the department of Finance and Accounting. She has completed her B-Tech from Maharishi Dayanand University, Rohtak and her Master of Business Administration from Indraprastha University, New Delhi. She is UGC-NET certified in Management and is a Ph.D. from IFHE University, Hyderabad. Before joining the doctoral programme in IBS Hyderabad, she had been working with HDFC Bank as a Relationship Manager in Mumbai/Pune. Her Ph.D. area is focused on debt structure and firm life cycle. She has five research articles published in reputed listed journals such as Journal of Retailing and Consumer Services (ABDC - A), International Journal of Managerial Finance (ABDC A), Applied Finance Letters (ABDC - B), Indian Journal of Economics (ABDC - B), and others. Her area of research is corporate finance, behavior finance, and asset pricing. She is currently working on research projects related to organization capital, firm life cycle, and sustainable finance, among others.