



# Advanced Programme in Supply Chain Management

Batch - 9

"The real competition is between  
supply chains, not companies."  
**Martin Christopher**  
Learn how to master it!

## About IIM Calcutta

The Indian Institute of Management Calcutta (IIMC) was established as the first national Institute for Post-Graduate studies and research in Management by the Government of India in November 1961 in collaboration with Alfred P. Sloan School of Management (MIT), the Government of West Bengal, The Ford Foundation and Indian industry. During its initial years, several prominent faculty formed part of its nucleus, including Paul Samuelson, Jagdish Sheth, J. K. Sen-gupta, among others.

Over the years, IIMC has grown into a mature institution with global reputation, imparting high quality management education. It has been playing a pioneering role in professionalizing Indian management through its Post Graduate and Doctoral level programs, Executive Training Programs, Research and Consulting Activities. Today, the institute serves as an autonomous body, continuously evolving to meet its goals in an ever-changing business environment.

The vision of the Institute is to emerge as an International Centre of Excellence in all facets of Management Education, rooted in Indian ethos and societal values. Over the past four decades, IIM Calcutta has blossomed into one of Asia's finest Business Schools. Its strong ties to the business community make it an effective mechanism for the promotion of professional management practices in Indian organizations. Today, IIM Calcutta attracts the best talent in India - a melting pot of academia, industry and research. The best and brightest young men and women pursue their academic programs.

The main thrust of training is to imbibe a sense of strategic outlook to management problems in the students. The emphasis, therefore, is on management as an integrated process and requires the students to develop a global view of economic, technological, cultural, and political environment of the business. IIMC has a very strong alumni base, which makes it unique among the top management institutes of the world. IIMC alumni are occupying leadership positions as corporate managers, academicians and successful entrepreneurs, worldwide. The alumni maintain a close relation with the institute, helping each other in their growth.



## About Hughes Global Education

Hughes Global Education, is a premier institution providing interactive onsite learning through satellite based education and training service. It was initiated by Hughes for corporate and working professionals/ students. It has live, interactive, real-time, two way video, voice, and data classes with a spread across 75+ classrooms in 40+ cities/towns. Hughes Global Education platform has redefined the next generation of education i.e. real-time Interactive Onsite Learning (IOL). Its platform seamlessly integrates the strengths of the traditional method of education -classroom teaching with the latest in technology.

- The first and the pioneers in Interactive Onsite Learning in India for working executives
- Alumni base of over 30,000 students
- 2500 + students enrolling every year
- 200 + programmes successfully completed so far



## Introduction

The roles of supply chain managers are progressively shifting. Keeping this in mind, the experts at IIM Calcutta have designed the Advanced Programme in Supply Chain Management. This programme has been put together keeping in mind the requirements of managers involved in SCM operational activities. It will enable them to be adequately skilled to keep up with the changes in the business environment. We aim to provide a premier certification from IIM Calcutta. Each course will be taught with the help of case studies, live corporate examples, and general discussions. In order to provide industry insights, business leaders from the industry would be invited to share their experiences.

### 5 Reasons why?

- It imparts advance knowledge in the form of supply chain modeling. It also helps supply chain strategies to take a wide sweep of SCM operations and strategic activities.
- Brings in a unique blend of multi-disciplinary learning to equip supply chain managers with all-round capabilities in managing real world supply chain issues.
- One of the unique features of this programme is the group project where the participants apply key learning in solving real world supply chain problems.
- To equip managers and practitioners with advanced concepts and practices of Supply Chain Management. This will help them contribute directly to overall corporate success.
- Get the Prestigious IIM Calcutta Executive Education Alumni status.

### Highlights

- Study material including cases are included in the programme.
- High quality of interaction and peer group learning among participants.
- Specifically designed for working executives with the flexibility benefits of interactive onsite learning.
- Selection of participants is based on elaborated selection process and profiling.
- Exclusive focus on imparting relevant skills for career development as well as enables superior performance on the job.

### Pedagogy

Courses are delivered through a mix of case studies, live corporate examples and general discussions. In order to provide greater industry insights, business leaders from different industries would be invited to share their experiences.

### Eligibility

- Applicants should be working professionals/self-employed. (Need to produce supporting proof)
- Graduates (10+2+3 or equivalent). 50% marks [aggregate- considering results of all years (e.g. 3 or 4 together)] recognized by UGC/AICTE/DEC/AIU.
- Minimum 3 years of work experience (full-time paid employment) post completion of graduation is required.

## Who Should Attend?

- Professionals and consultants responsible for domestic and international supply chain and logistics systems, in both services and manufacturing sectors.
- Practitioners in operations, purchasing, inventory control, and transportation managers who want to control inventory and system-wide cost and deliver high customer service levels.
- Managers who want to gain a deeper understanding of the role supply chain play in a company's overall business strategy.

## Course Content

### ➤ Introducing Supply Chain Management

- Core Supply Chain processes
- Supply Chain Complexity: Bullwhip effect, handling uncertainty

### ➤ Supply Chain Strategy

- Evaluating supply chain network strategy: Capacity, Technology, translating Supply Chain Decisions into financial terms - Total Landed Cost, Total Cost of Ownership, Discounted Cash Flow analysis
- Supply Chain structure design: Push, Pull, Postponement
- Supply Chain governance: Contracts & Relationships
- Risk & Resilience in Supply Chains

### ➤ Demand Planning & Forecasting

- Introduction to Demand Forecasting & Forecasting Accuracy
- Forecasting: Time series methods
- Forecasting: Causal methods
- Forecasting for new products
- Demand & Planning: Matching demand & supply

### ➤ Inventory Management

- Economic Order Quantity models: Sensitivity, Non-instantaneous lead time, Quantity Discounts, Concept of Back Orders
- Single Period Inventory models: Critical Ratio, Expected Profit, Expected units short
- Continuous Review Policy (S,Q) model & Periodic Review Policy (R,S) model using performance metrics (cycle service level & item fill rate) & Stockout cost metrics (cost per stockout event & cost per item short)
- Special issues: Exchange curves, grouping like items & location pooling

### ➤ Logistics & Global Supply Chain Management

- Freight transportation: Selection & its impact on inventory
- Warehousing: Design, Operations heuristics, Material handling
- Customs, Duties, Tariffs, INCO terms, Rules of origin, Letter of credit etc.
- International transportation, Trading blocks, Trade zones, Bonded warehouses
- Currency fluctuations, Exchange rate risks, Transfer pricing, Permanent establishment

### ➤ Modeling & Analytics Tools

- Optimization models for Supply Chain Decision Making
- Simulation for Decision Making
- Decision Making under uncertainty: Decision Tree Analysis
- Supply Chain Analytics

### ➤ Designing & Managing Channel Partners – Distribution

- Product Life Cycle & Distribution challenges
- Managing customer relationships
- Measuring channel performance
- Managing channel conflict

## ➤ Procurement & Sourcing Management

- Integrated Planning Foundation
- Supply Strategy
- KPIs for Integrated Sourcing

## ➤ Special Topics in SCM

- Quality Management, Six Sigma & Lean management concepts
- Recent advances in technology
- Taxation & Supply Chains
- Legal aspects of purchasing, Sourcing & Contracts

## ➤ Topics in Fundamentals of Management Theory

### ➤ Finance

Conceptual framework of financial reporting; Corporate financial statements: Balance Sheet; Profit & Loss statement; Cash Flow statement analyzing financial statements; Financial Ratios

### ➤ E-commerce

Best E-commerce Practices

E-commerce business models and their sustainability under crisis situation

### ➤ Strategy

Strategy & Strategic Management Process

Evaluating firms' external & internal environments, business & corporate-level strategies

### ➤ Negotiations

### ➤ Microeconomics Concepts

Demand & Supply analysis, Elasticity, Opportunity cost, Production costs, Firm behavior, Perfect competition, Monopoly, Pricing strategies

### ➤ International Trade

Theories of International Trade

Trade pattern across the World-Trade & Investment Linkage through production networks

Trade policy instruments-Tariff, Quota & other measures WTO & Trade blocks

**Application Fee** - INR 2,500/- + GST

**Registration Fee** - INR 9,400/- + GST

**Programme Fee** - INR 3,12,000/- + GST

**Campus Visit** - INR 64,000/- + GST

**Total Fee** - **INR 3,76,000/- + GST**

(exclusive of Application & Registration Fee)

Note-  
Application and Registration Fee are non-refundable.  
Registration fees payable on selection  
Collection of Fee:

Fees Mentioned above are exclusive of GST  
\*GST (currently @ 18%) will be charged extra on these components Any extra payment due to any change in any of the applicable taxes during the tenure of the program will have to be borne by the students

### Installment

### Date

### Amount INR

I	As per offer letter	INR 78,000/- + 32,000/- + GST
II	10th Jan'21	INR 78,000/- + GST
III	10th Apr'21	INR 78,000/- + GST
IV	10th Jul'21	INR 78,000/- + 32,000/- + GST

### Schedule:

**Frequency:** Once a week

**Days- Wednesday** 6:45 PM to 9:45 PM

**Duration-** 12 months

\*Note- Dates are subject to change if applicable

### Important Dates:

Class start- October 2020

### Campus Visit:

1st Campus visit- 4 Days

2nd Campus visit- 4 Days



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