

SUPPLY CHAIN MODELLING & ANALYTICS

DURATION: 3 DAYS

PROGRAM CONTEXT

Business the world over is struggling to sustain competitiveness in a rapidly globalizing economy. The boundaries of traditional trade partners are getting dissolved and emerging markets will present future opportunities as well as new rivals. In today's environment of shortening product life cycle, complex corporate joint ventures, and stiffening requirements for customer service, it has become necessary to consider the complete scope of supply chain management, ranging from supply of raw materials, through factories and warehouses, to meeting the demand in sales outlets. Supply logistics related costs account for 20-25% of typical firm's total costs. On the revenue side the supply chain decisions have a direct impact on the market penetration and customer service.

LEARNING OBJECTIVES

SCM modeling will enhance understanding of dynamic complexity of Supply chain. The program aim to achieve collecting right kind of data and enhancing decision by supply chain data analytics. The learners will be exposed to linear and non-linear optimization, inventory optimization, transportation, warehouse locations and corresponding trade off. The overall objective of the program is to effective use of data analytics for enhance supply chain performance.

The broad objectives of this course leading to achievement are:

- To understand different modules of supply chain and its integration
- To prepare the strategy for supply chain optimization
- To build models based on deep analytics of data for supply chain capability enhancement
- To demonstrate better decision-making skills with respected to supply chain strategy, planning and operation.

DELIVERABLES – PROGRAM THEMES

- Introduction to Modeling: Types of models, Continuous – Discrete, Static – Dynamic, Deterministic – Stochastic
- Demand based planning
- Inventory Management: Deterministic & probabilistic
- Transportation & logistics models
- Facility Location planning
- Trade off to enhance profitability

PEDAGOGY

Case based and Hands-on exercises on different software

AUDIENCE

Mid-level professionals working in supply chain or business analytics area.

ADMINISTRATIVE DETAILS

- Mode:** Offline
Fee: INR 35,000 (in-campus) per participant (plus 18% GST as applicable)
Venue: IMT Ghaziabad (Institute of Management Technology, Raj Nagar, Ghaziabad-201001)

PROGRAM DIRECTOR



Prof. Mrinalini Shah

Prof. Mrinalini Shah is a seasoned professor in the field of Supply chain & Decision Sciences. Prof. Shah's educational background is truly interdisciplinary which gives her a vast canvas for teaching, training & research in the field of Decision Sciences, Operations Strategy and Digital supply chain and analytics. Prof. Shah has won state, national & international scholarship for merit throughout her study. She is trained from Harvard Business School in education Management. She is trained and certified as Entrepreneurship Educator by NEN, IIMB & Stanford joint program of two-year duration.

Prof. Shah is founder chairperson of Entrepreneurship cell & incubation centre at IMT Ghaziabad. Prof. Shah was nominated as coveted ICCR Chair professor by republic of India to Republic of Greece and served at Athens university of Economics & Business. Prof. Shah has served as mentors and advisors of many start-ups. She has vast research publications in refereed international journals, presented papers and chaired the sessions nationally and internationally.

Her hobby includes trekking, cooking and reading (literature, spiritual, stories anything). She is presently learning photography as an amateur and believes life is all about upskilling.

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