



Executive Education and Consulting

भारतीय प्रबंध संस्थान तिरुचिरापल्ली  
Indian Institute of Management Tiruchirappalli



# Building Smarter Global Supply Chains of the Future

Post Graduate Certificate Programme in  
Supply Chain Management (PGCSCM)  
Batch 02

Marketing & Delivery Partner



“Supply Chain is like nature,  
it is all around us.”

- Dave Waters

Every product or service that comes to the market involves the contribution of various components that constitute the supply chain. Supply Chain Management (SCM) involves managing the movement of goods and services and all the associated processes to convert inputs into outputs. Effective SCM helps meet customer demands efficiently, timely and economically. **SCM is considered a value-add for business operations as it helps achieve maximum customer value and sustainable competitive advantage, making SCM professionals quite sought after and their role, supremely important.**

“The supply chain workforce will be required to have a broad skill set to inform decision-making, as opposed to deep expertise but little ability to make decisions.”

- Brian Higgins, KPMG

COVID-19 has impacted global supply chains across many industries and sectors. In the aftermath of the pandemic, experts suggest building smarter global supply chains by leveraging the power of technology, to be prepared for future disruptions.

**A professional certification in SCM prepares you to partake in building smarter global supply chains of the future.**

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## IIM Tiruchirappalli Director's Message



### **Dr. Pawan Kumar Singh** **Director** **IIM Tiruchirappalli**

At IIM Tiruchirappalli, we aim to create socially sensitive, value-driven corporate leaders who combine the best global practices with a desire to create a positive impact on organisations and society.

Since its inception in 2011, IIM Tiruchirappalli's rise to become one of the most sought-after management schools of the country has been spectacular. We meet the highest standards of knowledge creation and dissemination through our research and the latest pedagogical methods. Our faculty are actively involved in teaching, research, consultancy and impacting public policy. The research done by the faculty has been published in eminent international and national journals. This ensures that the curriculum is constantly enhanced, augmented, and kept at par with the industry demands. Our qualified and experienced faculty are the key members in nurturing a learning environment and in creating the business leaders of the future.

We are committed to providing high quality management education and consultancy services through our wide array of offerings under executive education and consulting. These services give both executives and organisations an opportunity to hone their skills and abilities, become more agile and build valuable competencies to achieve superior performance.

Today, management practice is posed by various contingencies in the form of structural adjustments, competition, innovation, and public-private partnership, to name a few. While we see such a dynamic environment, we aim to create future leaders who understand as well as contribute to their organisations in becoming market leaders with foresight.

Supply Chain Management has always remained the key for successful businesses. I firmly believe that the programme will definitely help the participants to learn best practices in the area of supply chain and they will be able to apply the acquired knowledge in their respective fields. We invite all the participants to make the best use of the opportunity to gear up for next level of excellence in profession and life.

Greetings and Best Wishes!

# Transformation of Supply Chains Amidst Industry 4.0

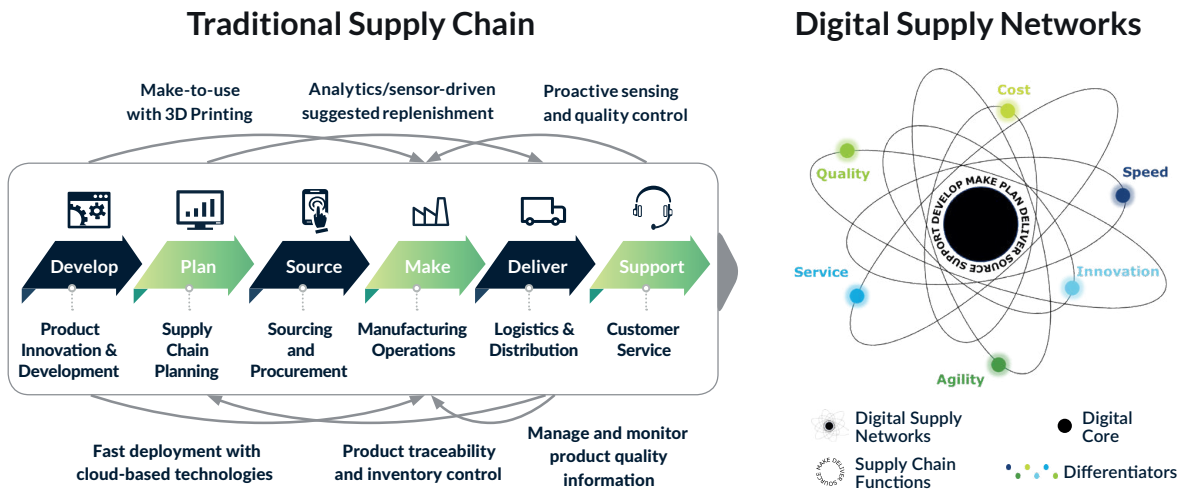
Traditional supply chains were linear, dealing with the procurement, costs and flow of physical goods and materials.

## The Six Components of Traditional Supply Chain Management



Source: SCOR framework version 11.0

Industry 4.0 is changing the way supply chains work. According to a CII-Deloitte report, driven by the acceptance of new technologies, globally, organisations are shifting from traditional, linear supply chain models to ‘connected, intelligent, scalable, customisable, and nimble supply networks’. The contemporary supply chains are interconnected open systems or Digital Supply Networks (DSN), that enable decision-making through an incessant movement of information, products, services and analytics.



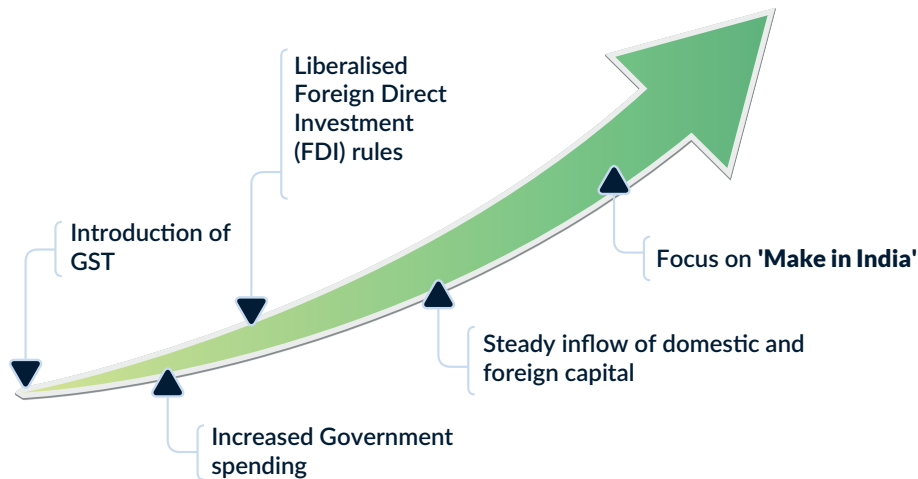
Source: CII-Deloitte

## Workforce for Contemporary Supply Chains

While there was already a shortfall of talented SCM professionals, the transformation of supply chains has accentuated the need for skilled SCM professionals capable of steering the supply chains at large and complicated organisations.

# Supply Chain Management & Logistics in India: A Promising Sector

India's supply chain ecosystem has been evolving and growing rapidly over the last few years, driven by various factors, which have inturn created new business opportunities.



## India's Logistics Industry: Few Statistics



There is a growing demand for professionals with advanced skills in data analytics, project mapping, data management, process conversion, warehouse management systems, etc., in the supply chain and logistics industry.

**"You will not find it difficult to prove that battles, campaigns, and even wars have been won or lost primarily because of logistics."**

**- Dwight D. Eisenhower**

# About the Programme

Post Graduate Certificate Programme in Supply Chain Management



SCM is a critical function that has a significant bearing on the twin goals of operational efficiency and customer responsiveness, thereby shaping the overall success of an organisation. This programme is designed to enhance the capabilities of supply chain professionals to achieve performance excellence. It covers a focused set of relevant and contemporary SCM topics such as sourcing strategy, forecasting & inventory management, sales & operations planning, supplier management & development, logistics & distribution planning, and supply chain analytics. It also provides participants an introduction to advanced topics such as sustainability, reverse supply chains, performance based contracts, service supply chains, and Industry 4.0 impacts.

**“The biggest limitation for supply chains is no longer technologies and what they can do, but rather the imagination of the people who leverage them.”**

**- Chris Foster, KPMG**

## Programme Highlights



One year programme  
with weekend classes



Direct-to-Device programme  
(D-2-D) offering an interactive  
learning experience



Taught by experienced  
domain experts from  
IIM Tiruchirappalli



Well-designed content  
to impart the required  
knowledge in SCM



Pedagogy includes a mix of  
lectures, case-studies and  
simulation games



IIM Tiruchirappalli  
Alumni status



Mandatory six days  
on-campus module\*

\*Subject to Covid situation and Govt. guidelines

## Programme Objectives

- ◆ Providing an overview and conceptual understanding of SCM and the associated sub-functions
- ◆ Introducing participants to both theoretical models and applications in the area of SCM
- ◆ Understanding the importance of sourcing or procurement decisions and how to identify, evaluate, coordinate, develop, and manage a supplier
- ◆ Understanding the contemporary tools and techniques in supply chain analytics for improving the performance of supply chains
- ◆ Creating awareness about emerging themes/trends in the area of SCM

# Programme Content

The programme is organised into the following set of focused modules equipping the participants with the necessary models, tools, and application knowledge to enhance their professional capabilities.

## Module-1: Modeling & Analytics Tools

- ◆ Basics of Statistics - Distributions, Comparisons, Regression
- ◆ Data Presentation, Interpretation, and Visualisation
- ◆ Basics of Linear Programming and Optimisation
- ◆ Spreadsheet Modeling of Descriptive and Predictive Analytics
- ◆ Spreadsheet Modeling of Prescriptive Analytics

## Module-2: Operations Management

- ◆ Capacity Planning and Management
- ◆ Sales and Operations Planning (S&OP)
- ◆ Enterprise Resource Planning (ERP)
- ◆ Toyota Approach – JIT and Lean Operations
- ◆ TOC Approach – DBR, Synchronous Manufacturing, Batch Sizing, Flow Balancing

## Module-3: Forecasting & Inventory Management

- ◆ Forecasting Models
- ◆ Monitoring and Controlling Forecasts
- ◆ Inventory Models I – Deterministic Models, Continuous Review Systems, Safety Stocks
- ◆ Inventory Models II – Stochastic Models, Periodic Review Systems, Newsvendor Model
- ◆ Managing Stores and Product Lifecycle Management (PLM)

## Module-4: Supply Chain Management

- ◆ Supply Chain Strategy and Design
- ◆ Drivers and Metrics in Supply Chain – SCOR Model
- ◆ Supply Chain Planning
- ◆ Supply Chain Coordination
- ◆ Supply Chain Contracts

### **Module-5: Strategic Sourcing**

- ◆ Procurement and Sourcing Management
- ◆ Developing Supply Strategies
- ◆ Supplier Relationship Management
- ◆ Supplier Governance and Risk Management
- ◆ Performance-based Contracts (PBCs) in Supply Chains

### **Module-6: Logistics & Distribution Planning**

- ◆ Facility Location and Network Design
- ◆ Warehouse Management
- ◆ Distribution Planning
- ◆ Transportation and Delivery Planning
- ◆ Logistics Outsourcing

### **Module-7: Supply Chain Analytics**

- ◆ Performance Management – KPIs Visualisation and Reporting
- ◆ Supplier Selection and Evaluation
- ◆ Supply Network Optimisation – Value Stream Mapping (VSM)
- ◆ Supply Chain Risk Management
- ◆ Supply Chain Fraud Detection and Management

### **Module-8: Advanced SCM**

- ◆ Sustainability in Supply Chains
- ◆ Ethical Issues in Management of Supply Chains
- ◆ Reverse Supply Chains
- ◆ Management of Service Supply Chains
- ◆ Industry 4.0 in Supply Chains

# Pedagogy, Programme Delivery & Schedule

## Pedagogy

- ◆ A mix of lectures, case-based discussions and simulation games.
- ◆ Participants are required to read various course materials (a mix of class lecture notes and pre-reads), assimilate and participate in the class discussions.
- ◆ Course evaluation will involve an online exam for each module.
- ◆ Participants will be expected to participate in business simulation games that will involve application of the concepts/models learnt in the programme.
- ◆ Participants will get an exposure to Microsoft Excel while solving several supply chain problems.
- ◆ Participants will also be asked to undertake an application project (preferably from the organisation where they are working) to demonstrate the understanding of the concepts learnt in this programme.



## Programme Delivery

- ◆ Hybrid mode of delivery with two in-campus modules and the rest delivered in a synchronous learning mode via a studio infrastructure
- ◆ The two in-campus visits will be of 3 days each at the mid and end of the programme, at IIM Tiruchirappalli campus\*
- ◆ The synchronous learning classes will be spread over 45 weeks with typically 3 hours of contact time per week
- ◆ Online classes will be held over Direct-to-Device (D-2-D) platform wherein online interactive lectures get delivered to your desktop/laptop/mobile

\*Subject to Covid situation and Govt. guidelines

## Class Schedule

Saturday: 6:45 p.m. to 10:00 p.m.

## Programme Duration

12 months

# Eligibility & Admission Criteria

## Eligibility Requirements

- ◆ Bachelor's degree, with at least 50% marks or equivalent CGPA (45% in case of the candidates belonging to SC/ST/PWD) awarded by
  - a. Universities incorporated by an act of the central or state legislature in India or other educational institutions established by an act of Parliament or,
  - b. Institutions declared to be deemed as a University under Section 3 of the UGC Act, 1956, or,
  - c. Possess an equivalent qualification recognised by the Ministry of HRD, Government of India
- ◆ Minimum post-qualification experience of 3 years is desirable
- ◆ Reservations will be provided to eligible candidates as per Government of India norms



## Who Should Attend?

### This programme is highly suitable for:

- ◆ Those who aspire to be SCM professionals with formal knowledge of concepts and applications
- ◆ Working professionals or aspiring executives desiring to pursue managerial or leadership roles in the organisation and/or industry
- ◆ Young executives working in any type of organisation

## Admission Criteria

The selection will be based on an assessment of candidate's profile



Sample Certificate

## Evaluation Methodology, Certification & Alumni Status

### Evaluation Methodology

Performance of participants will be monitored on a continuous evaluation basis through written tests, assignments, online exams, etc. The participant is required to score minimum marks/grades as decided by the Institute from time-to-time to complete the course. Exams will be conducted by IIM Tiruchirappalli and administered by TimesTSW on D-2-D platform.

### Certification & Alumni Status

- ◆ Those who successfully complete the prescribed course of study and fulfill all other academic requirements will be awarded “**Post Graduate Certificate in Supply Chain Management**”.
- ◆ Successful candidates will also be accorded IIM Tiruchirappalli Alumni status.

# Programme Fee, Schedule & Important Dates

## Programme Fee

Particulars	Amount (in ₹)
Application Fee	2,500
<b>Total Fee (Including Application Fee)</b>	<b>2,16,250</b>

- ◆ All fees are exclusive of applicable taxes
- ◆ All fees will be collected by BCCL

## Payment Schedule

Instalment Schedule	I <sup>st</sup> Instalment	II <sup>nd</sup> Instalment	III <sup>rd</sup> Instalment	IV <sup>th</sup> Instalment
Date	Within one week of offer letter roll-out date	10 <sup>th</sup> December, 2021	10 <sup>th</sup> March, 2022	10 <sup>th</sup> June, 2022
Amount (in ₹)*	76,250	42,500	42,500	52,500

\*GST Additional

## Important Dates

IOL classes start date	25 <sup>th</sup> September, 2021
Programme end date	September 2022

**APPLY NOW**

## Programme Directors' Profiles



### Dr. Pravin P. Tambe

Dr. Pravin P. Tambe is an Assistant Professor in the Operations Management & Decision Sciences area at IIM Tiruchirappalli. He holds a PhD from Indian Institute of Technology (IIT) Delhi and M. Tech in Industrial Engineering from VNIT Nagpur. Earlier, he worked in Piaggio Vehicles Pvt. Ltd., and Skoda Auto India Pvt. Ltd. He has over 16 years of academic experience of teaching in management and engineering institutions. His areas of interest include Production and Operations Management, Manufacturing

Systems, etc. He has published research papers in reputed international journals by Elsevier, Emerald, Springer, etc., in the areas of Operations Planning, Reliability, Maintenance Planning, Quality Control, Production Scheduling and Optimisation. He has also contributed to several international conferences by presenting papers and serving as track chair, session chair, etc. He is a reviewer for many international journals like Computers & Industrial Engineering, Reliability Engineering & System Safety, European Journal of Operational Research, Journal of Manufacturing Technology Management and several international conferences like Productions and Operations Management Society (POMS), Industrial Engineering and Operations Management (IEOM), etc. He received the prestigious Fellowship award of Indian Institution of Industrial Engineering for his excellent contribution in the field of Industrial Engineering.

## Programme Directors' Profiles



### **Prof. Alok Kumar Singh**

Prof. Alok Kumar Singh is an Associate Professor in the Operations Management & Decision Sciences Area at IIM Tiruchirappalli. He holds an FPM degree (Fellow in Management) in Operations Management and Decision Sciences area from Indian Institute of Management, Indore. He is a Mechanical Engineer from the College of Technology, G.B. Pant University of Agriculture & Technology, Pantnagar. He has worked with Steel Authority of India Limited (SAIL) for 8.5 years and has

around 7 years of academic experience at the College of Technology, Pantnagar, IMT, Hyderabad and International Management Institute, New Delhi. He has been actively involved in MDPs, and academic and administrative activities. He has published papers in reputed journals and has attended several conferences in India and abroad. His teaching and research interests span the domain of Operations Management, Project Management, Supply Chain Management and Quantitative Techniques.



## **Nanthakumar Thankavel**

Head of Supplier Quality and Supplier Development,  
CELEROS Flow Technology

My learning experience with IIM Trichy was extremely rewarding and it enriched my working knowledge of SCM. For working professionals, this programme is a boon as we can apply the techniques taught, to our work and reap the benefits. It also fulfilled my dream of studying at my dream institution, an IIM. Overall, I was happy with IIM Trichy.



## About IIM Tiruchirappalli

IIM Tiruchirappalli (IIMT) is one of the fastest growing second generation IIMs with a full-fledged state-of-the-art campus spread over 176 acres. Started in 2011, the institute has established its name as one of the premier management institutions with capabilities in creating and disseminating management knowledge. The institute has 33 faculty members with strong academic and industrial experience. Faculty members are from leading management educational institutions both from India, like IIMs and IITs, and also from foreign universities. The institute, apart from running flagship Post Graduate Programme in Management, also has doctoral programmes and post graduate programmes in business management for working managers.

IIMT was conferred with the Leadership & Innovation Award: 2020 in the Business School Category by the Higher Education Forum (HEF) at the 11<sup>th</sup> HEF Annual Convention. The Institute is placed 7<sup>th</sup> among top B-Schools in Outlook-ICARE India MBA Rankings 2020.

IIMT has been ranked 15<sup>th</sup> by the National Institutional Ranking Framework (NIRF), Ministry of Human Resource Development, Government of India (2020) in the category of Management Institutions.

The e-Learning Center of Executive Education and Consultancy (EEC) furthers the mission of IIMT to reach out to aspiring executives keeping in mind their time and location constraints. The e-learning programmes enable IIMT to foray into the online Executive Education space with a single-minded focus to make quality management education contemporary, conveniently accessible and affordable.





## About TimesTSW

The Second Wind (TSW) is an initiative by Times Professional Learning aimed at working professionals keen to hone their skills and add value to their work for a more rewarding career.

TSW's passion for excellence and a brief that "Executive Education Empowers" work hand-in-hand with the organisation's aim to impart knowledge to business professionals nationwide.



THE TIMES OF INDIA GROUP

## About Times Group

The Times of India Group began its operations in 1838 and is India's oldest and largest media house.

The Times of India is the world's largest-selling English newspaper, with over 5 million copies sold daily.

The Economic Times is the world's 2<sup>nd</sup> largest English business newspaper, second only to The Wall Street Journal, with over 800,000 copies sold daily.

The Group is also amongst India's most diverse media houses with assets across Publishing, Radio, TV, Out of Home (OOH) and Online Media.



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