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भारतीय प्रबंध संस्थान मुंबई  
Indian Institute of Management Mumbai

CERTIFICATE PROGRAM IN  
**SMART SUPPLY CHAIN  
MANAGEMENT**  
*FROM IIM MUMBAI*

# ABOUT IIM MUMBAI

IIM Mumbai formerly known as NITIE was established in 1963, stands as one of India's most prestigious institutions, consistently recognized for its academic excellence and industry relevance. Located in the heart of India's financial capital, the institute offers an immersive learning environment, combining world-class education with deep industry ties. IIM Mumbai's curriculum is designed to foster leadership, innovation, and problem-solving skills, with a strong focus on emerging areas like Logistics, Supply Chain, and Sustainability.

## Key Highlights:

- Ranked 6<sup>th</sup> in NIRF 2024 among management institutes
- Recipient of multiple prestigious awards for excellence in management education
- Strong emphasis on Logistics, Supply Chain, and Sustainability



# WHAT WILL YOU LEARN?

In the Supply Chain Management program from IIM Mumbai, you will master end-to-end logistics, optimize procurement strategies, and leverage data-driven decision-making. Gain expertise in inventory management, demand forecasting, and sustainable supply chain practices. Learn to design efficient supply chain solutions applicable to global business challenges.

## Case Studies



**PEPSICO**

# WHY CHOOSE THIS COURSE?

- **Industry-Ready Expertise:** Learn from globally renowned faculties: Prof. David Simchi-Levi from MIT, USA, and Prof. Manoj K. Tiwari, Director of IIM
- **Global Case Study Insights:** Apply knowledge to real-world case studies from companies like Ford, Global CPG Leaders, PepsiCo and many others to solve modern supply chain challenges.
- **Strategic Leadership:** Gain the skills to drive efficiency, innovation, and sustainability, positioning yourself as a supply chain leader.
- **Career Acceleration:** Develop industry-ready expertise and deepen your supply chain knowledge to confidently step into high-impact roles.

# COURSE DETAILS

**Course Duration**  
6 Weeks

**Certification**  
From IIM Mumbai

## Week 1: Supply Chain Dynamics

Understand the industry trends that are driving change and transformation in supply chains.

### Key Topics:

- Understand the trends affecting change in the supply chain industry.
- Explore how Data, Analytics, and Automation improve business performance.
- Data Science for new business models, customized offerings, and improved operations.

## Week 2: Supply Chain Dynamics (Continued)

Delve deeper into supply chain dynamics and strategies to optimize performance.

### Key Topics:

- Understand the relationship between customer value proposition and operations strategy.
- Understand Supply Chain Dynamics and the Bullwhip Effect.
- Identify strategies to control the Bullwhip Effect.
- Characterize the value of information.

### Case Studies:

- PC Manufacturer
- CPG Network Optimization
- Fashion Retailer

## Week 3: Supply Chain Integration

Learn the integration of supply chains and the importance of matching supply and demand.

### Key Topics:

- Supply Chain Integration and Push-Pull Strategies.
- A framework for matching supply and demand.
- Driving value through complexity reduction.
- Supply Chain Digitization.
- Unified View of Demand.

## **Week 4: Supply Chain Digitization**

Understand the role of digitization in modern supply chain management.

### **Key Topics:**

- Unified View of Demand.
- Integration of internal and external data.
- Develop an effective demand forecasting process, combining supply planning, financial planning, sales, and trade planning.
- Understanding effective mechanisms to ensure adaptability.
- Supply Chain Segmentation.
- Smart S&OP, Smart Execution, and Control Tower.
- Developing a roadmap for successful supply chain digitization: Organizational structure, change management.

## **Week 5: Supply Chain Resiliency, Redundancy, and Flexibility**

Develop the ability to build resilient, flexible supply chains and handle disruptions.

### **Key Topics:**

- Apply the Risk Exposure Index to assess the resiliency of your supply chain.
- Stress test: Time to Recover (TTR) and Time to Survive (TTS).
- The impact of flexibility on inventory management strategies.

### **Case Studies:**

- Ford
- Large CPG Company
- PepsiCo
- High Tech Industry
- COVID-19 Pandemic
- Russia-Ukraine War

## **Week 6: Supply Chain Sustainability**

Understand sustainability as a source of competitive advantage and its role in supply chains.

### **Key Topics:**

- Sustainable Supply Chain as a source of competitive advantage.
- Optimizing efficiency, responsiveness, and carbon emission trade-offs.
- Impact of transportation mode selection on carbon emissions.
- Short-term and long-term opportunities to reduce carbon emissions.

### **Case Studies:**

- CPG Network Design to balance efficiency and sustainability.
- CPG Example: Waste reduction.

# MEET OUR INSTRUCTORS



**MIT Professor , Business & Supply Chain Analytics**

Director, Data Science Lab, Massachusetts Institute of Technology, USA

## Prof. David Simchi-Levi

A leading expert in Supply Chain Management, Prof. Simchi-Levi is a 2023 National Academy of Engineering inductee and recipient of the 2020 INFORMS Impact Prize.

His book, 'Designing and Managing the Supply Chain', is a B-school staple. Founder of LogicTools (acquired by IBM), he has worked with clients like UPS, Caterpillar, and Walgreens.

He is the founder and chairman of LogicTools which provides software solutions and professional services for supply chain optimisation.

He has worked with multiple international companies like Caterpillar, ConAgra, Kraft Foods, Mercer Management, Ryder, SC Johnson, UPS, U.S. Postal Service, Walgreens, etc.,

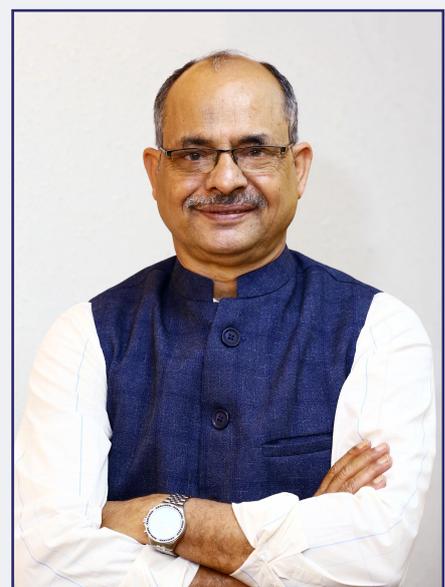
## Prof. Manoj K. Tiwari

Director of IIM Mumbai and on-lien from IIT Kharagpur, Prof. Manoj is a globally recognized expert in Supply Chain and Operations Management.

Ranked amongst the top researchers worldwide, he has received accolades like the 'Most Influential Researcher Award' and IISE's David F. Baker Distinguished Research Award in the domain of Operations and Supply Chain Management.

He is a top author in Supply Chain Analytical Techniques, ranked among the Top 20 most productive authors in Production and Operations Management over the past 50 years.

His work focuses on optimization, simulation, and computational intelligence for automating decision support in manufacturing and logistics systems.



**Director, IIM Mumbai**

Recipient of David F. Baker Distinguished Research Award from the Institute of Industrial & Systems Engineers (IISE, USA)

# ADMISSION PROCESS



## Clear Qualifier Test

You must pass the exam to confirm your seat for the program.



## Complete Onboarding

Only shortlisted candidates go through the onboarding process.



## Start Learning

Learn from India's top educators and stand out from the crowd.

# FEES STRUCTURE

<b>Qualifier Test Fee</b> (Non-Refundable)	₹99
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	Live Online classes
<b>Secure Seat Fee</b> (Non-Refundable)	₹4,000
<b>Remaining Course Fee</b> (Non-Refundable)	₹46,000
<b>Total Program Fee</b>	₹50,000

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