



Management Development Programme

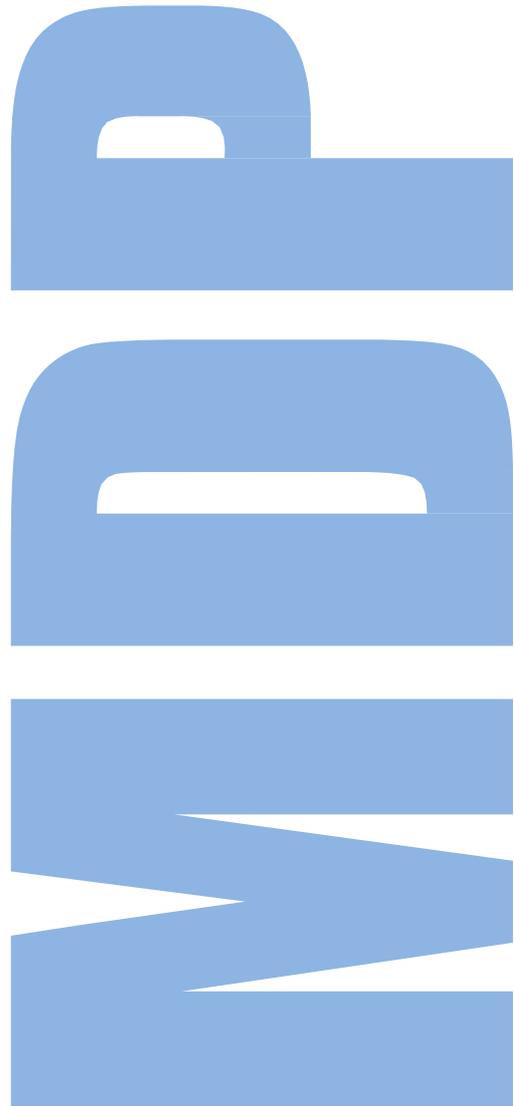
# Supply Chain Analytics: The Use of Data to Deliver Value

DEC 09–11, 2019

Programme Director

**Dr. Gopal Kumar**

**Dr. Mohit Goswami**



Indian Institute of Management  
Raipur

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## Introduction

Companies have been applying analytics to make better decisions in operations and supply chain—for example, computing optimal facility network, determining service level and safety stock, forecasting demand, managing inventory, etc. Supply chain analytics focuses on analytical approaches to make decisions to better match supply and demand. It analyses raw data to help draw conclusions and greater understanding of information. Many companies have achieved good success by well-planned and implemented decision. It directly contributes to the bottom line by lowering sourcing, transportation, storage, stockout and disposal cost. Recent emergence of digital technologies enabled companies capturing increasingly massive amounts of data. This pushed supply chain analytics becoming ever more ingrained in decision making, particularly in predictive and descriptive analytics. Today, hence, it is essential to have more powerful techniques and tools to capture sense of the data to become more competitive in supply chain.

A report by Accenture finds that around 97% of executives are having awareness about the usefulness of big data for supply chain management. However, only 17% of them have already implemented the analytics in one or more supply chain functions. Many companies have limited understanding of how to apply analytics to this data to drive higher supply chain performance, the report further suggests.

Therefore, it is paramount to have insights of supply chain analytics, starting from capturing data through using it to make supply chain decision. This Programme has been tailored to have a greater understanding of the role of data/big data in managing supply chain, to analyze different types of data and applying appropriate techniques to extract meaningful information by apply various analytics tools—Spreadsheet, R, Tableau, etc.—to take managerial decisions more effectively.

## Objectives

- To expose the participants/trainees to techniques that will prove of immediate value in taking supply chain decisions, such as demand forecast, sourcing decisions, network planning, inventory management, last mile delivery, etc.
- To use techniques to incorporate historical data with other business and environmental variables to prepare dynamic forecast.
- To impart a greater understanding of the role of big data in managing today's supply chain.
- To help participants in applying various analytics tools, such as Spreadsheet, R and Tableau, to analyze and extract meaningful information to take data intensive supply chain decisions.
- To provide participants with opportunities to practicing these tools and techniques under conditions as realistic as possible.
- To provide a platform to the practicing managers to think and exchange the ideas and practices in applying analytics in day-to-day problem faced by industries.

## For Whom

This course has been designed for supply chain managers, trainers, and all those who are performing their present roles on any one or more of operations and supply chain functionalities. This programme is also relevant for government agencies and non-profitable organization who play some roles in managing supply chain. This course has pertinence for those who recognize the importance of acquiring and sharpening own supply chain management skills and of their supply chain managing teams.

## Pedagogy

A pedagogical mix of theoretical, analytics tools, case studies, games and their demonstration to help in taking supply chain decisions will be used. Interactive sessions with conceptual inputs, case analyses, in class exercises and problem assignments, based on a spectrum of industries and companies, will be used to develop and reinforce the key concepts.

## Faculty

Experienced faculty of IIM Raipur along with eminent experts from the industry will conduct the sessions.

## Duration and Venue

The Programme is scheduled during Dec 09-11, 2019 at IIM Raipur, Atal Nagar, New Raipur.

## Registration Fee

The registration fee per participant is Rs. 30,000/- plus taxes as applicable. This includes academic fee, programme kit for participants, boarding and lodging (on twin sharing basis). Payment can be made online by registering through the link <http://www.iimraipur.ac.in/index.php/registration-mdp>. The payment can also be made through NEFT/RTGS or Demand Draft in the name of “Indian Institute of Management Raipur”.

Upon remitting the fees online, kindly intimate the MDP Office with the UTR No /Relevant transaction details through email, so that we can connect your remittance to your nomination(s):

### The Bank Details are:

1. Bank Name : IDBI Bank Ltd
2. Branch Name : IIM Raipur Branch
3. Beneficiary Name : Indian Institute of Management Raipur A/c No. - II
4. A/C No. : 1292104000001052
5. IFSC Code : IBKL0001292

## Last date

The last date for receipt of nominations for the Programme is **Nov 25, 2019** and the last date of withdrawal is **Nov 29, 2019**. Any withdrawal request received after this date will be subject to deductions as per the Institute’s rules. In case of subsequent withdrawal or cancellation of nomination(s), no refund of fee will be allowed.

However substitute may be permitted with prior intimation.

## Enquiry

For any information regarding this programme, you may contact as below:

Mr. Vivek Singh / Mr. Ghanshyam Sohoni: [mdp@iimraipur.ac.in](mailto:mdp@iimraipur.ac.in) Ph: 0771-2474697

## Programme Director

### Dr. Gopal Kumar

**Gopal Kumar** is Assistant Professor of Operations Management at IIM Raipur. He received PhD and M. Tech. from IIT Kharagpur. He carried postdoctoral research at Dublin City University (DCU), Ireland where he worked on facilitating easy and cost effective ways of implementing advanced predictive modelling for improving productivity of SMEs in Europe in collaboration with various European SMEs and University of Edinburgh, UK. He has hands-on experience in identifying operational problems, collecting relevant data, analyzing it and implementing the solution in cost effective ways. His research articles are published in various peer reviewed journals. He presented his research work in POMS, DSI and IRED UK. His primary research interests include supply chain collaboration, sustainable and green supply chain collaboration, sourcing, risk management, product-service system, big data analytics, business process automation, and information technology application to improve productivity of SMEs.

### Dr. Mohit Goswami

Prof. Mohit Goswami is a unique amalgam of academics and industry. Prof. Goswami prior to joining academia was associated with global fortune 500 manufacturers/groups including Caterpillar Inc. (Decatur, Illinois, USA), Tata Motors Ltd. (Pune and Jamshedpur) and Tata Hitachi Construction Machinery Co. Ltd. (Jamshedpur) in various engineering and technology management roles. At IIM Raipur, he teaches courses both at MBA and PhD programs. His research interests include new product development, supply chain design, product line management, risk modeling in supply chain. His research has been published in reputed journals as International Journal of Production Research, Journal of Intelligent Manufacturing, International Journal of Advanced Manufacturing Technology. He is one of the select few individuals whose PhD at IIT Kharagpur got awarded in around 2 years 6 months time.

## Indian Institute of Management Raipur

Understanding the needs to meet the emerging challenges at global level and cherishing the successful history of IIMs, the Government of India set up Indian Institute of Management, Raipur in the year 2010 in Chhattisgarh, one of the youngest and fastest growing states of India.

IIM Raipur has been set up with the aim “To Empower the youth for building a Powerful India”. IIM Raipur has set high standards by focusing on a practice oriented learning approach and a contemporary industry- focused curriculum, driven by strong corporate interface.

IIM Raipur is functioning from the state-of-the-art campus in Naya Raipur spread across 200 acres.

IIM Raipur currently offers Fellow Programme in Management (FPM), Post Graduate Programme in Management (PGP), Post-Graduate Programme in Management for Working Executive (PGPMWE) and

Executive Education Programmes consist of Management Development Programmes (MDP), Tailor made (In-Company Programmes), Open Programs and Consultancy for Corporates, Public Sector & Government. The academic curriculum is structured to address the needs of the industry and is aligned towards imparting contemporary knowledge to the students and strengthening their skills to prepare them to face the challenges of the global business. Recently, IIM Raipur joins hands with three most reputed global business schools, to enhance the overseas exposure of its students with the belief that it will help them to assimilate best management practices and understand the importance of cross-culture issues in management.

Right from its inception the institute focuses on contributing to the growth and development of the Nation, region and society at large. As such it gives importance to courses and managerial trainings that are molded in a way true to the culture and unique requirements of the state and organizations herein. Ethical practices in management, grooming socially responsible leaders for today and tomorrow are also the primary goals of the Institute.

## LOCATION

Indian Institute of Management Raipur is situated at Vill- Pota Cheria, Atal Nagar, Raipur. The approximate distance from Railway station to IIM Raipur is 35 km.

For any Correspondence / Administrative enquiries, please feel free to contact below:

MDP Office:

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