



# Certificate Program in "Strategic Supply Chain for Business Excellence"



## Introduction

The last decade witnessed increased globalization of the world economy. Globalization is now both 'cost' driven as well as 'market' driven. This implies that companies operate at an international scale with the objective of identifying cheaper sources for parts and components as well to broaden the markets for their finished products.

Managing the supply chain has become a fundamental competitive priority and more challenging. As firms need to perform in both national and International markets, the supply pressures, customer service level, changing technology all become more intense. The firms may find its forecasting off the mark, not meeting the customer demand or over production. Though manufacturers invest more on inventory, warehouses and transportation, still retailers complain about increasing stock-out problem on the shelves or overstocking. Hence the firms need to capture the uncertainties inherent in the supply chain and ways to minimize them together with increasing co ordination among the players in the chain.

This programme is aimed at highlighting important design and implementation issues pertaining to supply chain management in the current dynamic environment through advanced models for reducing the uncertainties, costs and enhancing the performance of Supply Chains.

## Course Objectives

- ★ Provide an appreciation and understanding of the concept of supply chain and its elements.
- ★ Develop an understanding of how coordination in the chain enables organizational effectiveness.
- ★ Performance Evaluation of existing supply chain & improvement there off.
- ★ Effective linkage development with global sourcing , Marketing and supply chain.
- ★ Nurture skills to analyze the interface between supply chain and value chain in strategy formulation of organizations.
- ★ Understand strategic aspects of doing business with efficient supply chain mesh.

## Who Should Attend

- ★ Professionals in supply chain domain.
- ★ Professionals who are an interface between supply chain and other department like marketing & finance etc.
- ★ Professionals who are in the key decision making roles.
- ★ Individuals who want to give a more strategic and international dimensions to the competitiveness already acquired in supply chain managerial positions.
- ★ People with MBA degree from a business school.
- ★ Individual looking for a career in strategic profile

## Eligibility

For Indian Participants - Graduates (10+2+3) or Diploma Holders (only 10+2+3) from a recognized university/institute (UGC/AICTE/DEC/AIU/State Government) in any discipline. For International Participants - Graduation or equivalent degree from any recognized University or Institution in their respective country.

## Duration

12 Months (One Year)

## Course Schedule

Sunday – 3.30 Noon to 6.45 PM

## Total Fees

**INR 1, 35,000**

Course Fee: **INR 1,25,000** + Book and Material (Mandatory fees) **INR 10,000**

Registration Fees **INR 10,000**

(At the Time of Registration)

Admission Fees **INR 40,000**

2nd Installment **INR 40,000**

3rd Installment **INR 35,000**

Accommodation Charges (Optional)

**INR 6,500(Single Occupancy)**

100% Payable to IIFT, New Delhi

## Education Loan Assistance

Devendra Singh

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Phone : +91-9910877028

## Assessments

There are periodic evaluations built in throughout the duration of the course. These may be in the form of a quiz, assignment, project, case studies or other objective/ subjective assessments. The evaluations are designed ensure continuous student engagement with the course and encourage learning.

## Pedagogy

The programme will be conducted with an emphasis on interactive learning and experience sharing, conceptual illustrations through videos, case studies etc. All enrolled students will also be provided access to the Cloud Campus through which students may access other learning aids, reference materials and assessments, case studies, projects and assignments as appropriate. Throughout the duration of the course, students will have the flexibility to reach out to the Professors, real time during the class or offline via the Cloud Campus to raise questions and clear their doubts.

## Faculty

The faculty will be drawn from eminent IIFT academics, practitioners from the industry and professionals in supply chain.

## Certification

Successful participants with the requisite attendance criteria will be awarded prestigious IIFT certification as appropriate.

## Course Delivery

The sessions will be delivered on ADTC Global platform through Direct to Device.

## Course Modules

- ★ Fundamentals of Supply Chain Management.
- ★ Finance for Supply Chain Management.
- ★ Strategy and Supply Chain Management.
- ★ Global Sourcing and International Marketing.
- ★ International Trade Logistics and Documentation.
- ★ Optimizing Supply Chain with SCOR.
- ★ Project Work (It is a Field Work).

## About IIFT

The Indian Institute of Foreign Trade (IIFT) was set up in 1963 by the Government of India as an autonomous organisation to help professionalise the country's foreign trade management and increase exports by developing human resources, analysing and disseminating data and conducting research.

IIFT is among India's Best Business Schools, It is ranked **10th\*** among top National Business Schools.

\* Source:BT

## Brief Course Modules

### Course Modules

#### I.Fundamentals of Supply Chain Management

The course will be for 30 hrs (3 credits) and will cover the following broad modules:

##### M1. Introduction & a Strategic view of Supply Chain:

Definition, basic concepts and need of Supply Chain, Decision Phases & Process views of a Supply Chain, Supply Chain Performance Measures, Impact of Supply Chain performance on business performance, Sourcing Decisions in Supply Chain, Framework for Buy/Make Decisions

##### M2. Managing material flow in Supply Chain:

Analyzing Impact Of Supply Chain Reduction on the Inventory, Managing Cycle Inventory, Safety Inventory & Inventory for Short-Life Cycle Products, Multiple Item, Multiple Location Inventory Management, Drivers Of Transportation Decisions, Modes Of Transportation- Choices & Their Performance Measures, Devising a Strategy for Transportation, Transportation Strategies Followed by Retail Firms, Relevant Costs for Network Decisions, Network Operations Optimization Models, Network Design Models, Performance Comparison of the Models, Strategic Role of Units in the Network.

##### M3. Managing Information Flow in Supply Chain:

Enabling Supply Chain Management Through Information Technology, Strategic management Framework for IT adoption in SCM, E-business and Supply Chain, E-Procurement, Online Sourcing/ Procurement Process, Internet Transportation Exchanges, Future Trends

##### M4. Supply Chain Innovations:

Internal Integration (Centralized System, Decentralized System, Hybrid System, EXternal Integration, Bullwhip Effect: Demand Volatility & Information Distortions Across Supply Chains, Remedial Strategies To Counteract Demand Distortions Across Supply Chains, Challenges in Supply Chain Integration, Supply Chain External Integration: Popular Initiatives

#### II. Strategy & Supply Chain

The course will be for 30 hrs (3 credits) and will cover the following broad modules:

##### M1. Strategic Management – Basics:

The process of SM; Internal and External Analysis; Some of the popular strategic tools

##### M2. Business Level Strategy and Supply Chain:

Levels of Strategy; Concept of Business level strategy; Business level (vs) Competitive Strategy; Supply Chain as business level strategy.

##### M3. Corporate Level Strategy and Supply Chain:

Corporate level Strategic decisions; Organisational performance and Corporate level Strategy; Supply chain in corporate level strategy

##### M4. Strategic Alliances and Supply Chain:

What is Strategic about Alliances? Fundamentals of SA; Need and scope of SA in Supply Chain; Alliance methodology.

#### III. Finance for Supply Chain Management

#### IV.Global Sourcing and International Marketing

#### V. International Trade Logistics and Documentation

#### VI.Optimizing Supply Chain with SCOR

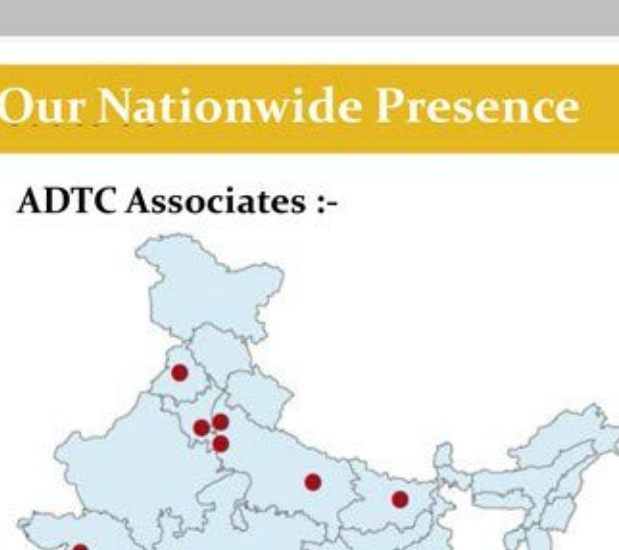
#### VII. Project Work (It is a Field Work)

Note - The course pedagogy will be heavily dependent upon cases and students are expected apply the conceptual insights into the cases for discussions in the class.

For more details , Kindly reach us.

## Our Nationwide Presence

ADTC Associates :-



## About ADTC Global

Connecting Organisations around the World  
ADTC Global Education (An ATMC Group Initiative) is a virtual- interactive learning education and training platform accessible through internet and cloud-based, for Corporate/ Working professionals & Students.