

Graphic Era (Deemed to be University) Dehradun
Department of Management Studies
Executive Development Program
(Post Graduate Diploma in Supply Chain Management)



COURSE OVERVIEW

- Duration: 12 Months
- Category: Supply Chain Management.
- Course Fee: 1.25 lacs

Supply Chain Management

The program aims to equip managers and practitioners with the concepts and practices of Supply chain management (SCM), which will assist them in achieving corporate success through improved coordination with their suppliers and customers. The program is tailored to the needs of managers involved in SCM operational activities such as procurement, production planning, logistics planning, sales and distribution planning, and strategic activities such as vendor selection and management, SCM network optimization, and product/process redesign for SCM. The role of supply chain managers is gradually shifting from a focus on supply to a focus on demand as a result of the rising competitiveness of the business environment. The experts have designed this one-of-a-kind program to equip these managers with the skills necessary to adapt to changes in the business environment and exceed their companies' expectations. The program also covers fundamental management theory topics to supply chain practitioners to comprehend and leverage the business environment and equip them with the skills to assume greater cross-functional responsibilities,

Objectives

- This advanced program in supply chain management imparts advanced knowledge in the areas of supply chain modelling, supply chain strategy, and supply chain logistics.
- This advanced program offers a unique blend of multi-disciplinary (operations, sales and distribution, information systems, accounting and finance, behavioural science, human

resources management, economics, and e-commerce) learning to equip supply chain managers with comprehensive skills for managing real-world supply chain problems.

- The group project in the program, in which participants are expected to apply some of what they've learned to solve actual supply chain issues, is one of its distinguishing characteristics. This not only makes this course practical for participants, but also allows the institute to use these diverse project reports as future case studies for PGP instruction, with the necessary permissions to maintain confidentiality agreements.
- Through further development of project reports, the institute is able to write research reports with industry partners and develop future consultancy project opportunities. •
- This program benefits faculty by exposing them to actual supply chain issues.

Working professionals in a supply chain management role (purchasing, production, inventory control, logistics, demand management, design, distribution or any related functional areas of supply chain) will find the program both challenging and stimulating. This program is specially designed for managers who plan to further their career in supply chain areas in both service and

Course content

• Introduction to Supply Chain Management

1. Core Supply Chain processes
2. Supply Chain complexity- Bull whip effect, Handling uncertainty
3. Supply Chain Simulation

• Supply Chain Strategy

1. Evaluating supply chain network strategy: capacity, technology, translating supply chain decisions into financial terms - Total Landed Cost, Total Cost of Ownership, Discounted cash flow analysis
2. Supply Chain Structure Design: Push, pull, postponement.
3. Supply Chain Governance: Contracts and Relationships
4. Risk and Resilience in Supply Chains

• Supply Chain Analytics and Demand Forecasting

1. Introduction to Demand Forecasting and Forecasting Accuracy
2. Forecasting: Time Series Methods & Causal Methods
3. Decision Making under Uncertainty and Risk

4. Supply chain analytics

• **Inventory Management**

1. Economic Order Quantity models- sensitivity, non-instantaneous lead time, quantity discounts, concept of back orders
2. Inventory models
3. Continuous review policy & Periodic review policy model using performance metrics, and stockout cost metrics

• **Logistics and Global Supply Chain Management**

1. Freight transportation- selection and its impact on inventory
2. Warehousing- design, operations heuristics, material handling
3. Customs, Duties, Tariffs, INCO terms, Rules of origin, Letter of credit etc.
4. International transportation, Trading blocks, Trade zones, Bonded warehouses
5. Currency fluctuations, exchange rate risks, Transfer Pricing, permanent establishment

• **Designing & Managing Channel Partners – Distribution**

1. Product Life Cycle and Distribution Challenges
2. Managing Customer Relationships
3. Measuring Channel Performance
4. Managing Channel Conflict

• **Procurement and Sourcing Management**

1. Development of Supply Strategies
2. Purchasing Performance Evaluation
3. Supplier Price & Cost Analysis, Value Analysis
4. Legal Aspects of Purchasing, Sourcing & Contracts

• **Ecommerce**

- Ecommerce supply chain & fulfilment