



# INTRODUCTION

The COVID-19 pandemic has initiated new debates and strategies in the operations and supply chain functions of the business models. Globally, the firms are revisiting the trade-offs related to efficient and resilience design of operations strategy. Newer capabilities and tools are required to resolve these new trade-offs to sustain and create more value for the firms. In this programme, we focus on the design and implementation of operations and supply chain strategy of the firms with an objective to maximize the value creation and compete in the post pandemic world.

## OBJECTIVES

This programme brings in strategic operations principles to maximise organisation's performance.

- Designing the operations strategy of the firm and linking with the competitive strategy
- Understanding the concepts of process design in operations strategy and its impact on the business models
- Value creation and operational excellence through data driven decision models, analytical models, digital technologies and capabilities



## PEDAGOGY

This programme will use a variety of pedagogical tools— lectures, cases, presentations. Select faculty from IIMC and industry would take the sessions.



## WHO MAY ATTEND

The programme is relevant for middle to senior level executives in operations and supply chain functions in manufacturing and service industries responsible for developing and executing operations strategy for business model transformation.



## KEY TOPICS

- Operations and supply chain strategy for sustainable growth
- Product and Process innovations through operations
- Capacity and Resource Planning in post pandemic world
- Lean versus Resilience design
- Strategic Sourcing and Supplier Management
- Digital Operations and Business models: servitization of products (PaaS) and manufacturing (MaaS).
- Distribution Network Design
- Risk Mitigation Strategies through Operations



## PROGRAMME DIRECTORS

Peeyush Mehta is a Professor of Operations Management at Indian Institute of Management Calcutta since 2012. During 2005–2011, he was a faculty in the Department of Industrial & Management Engineering at the Indian Institute of Technology Kanpur. He obtained his doctoral degree from Indian Institute of Management Ahmedabad. He worked as a Post-Doctoral Research fellow at the Nanyang Technological University, Singapore. After obtaining his Bachelor of Engineering in Mechanical from Jodhpur University, he worked in industry for three years in Power sector operations. Peeyush's research interests are in the areas of operations strategy, supply chain coordination, strategic sourcing, supply contracts, manufacturing competitiveness, and game theory applications in operations. His research has appeared in a number of acclaimed international journals. At IIM Calcutta, he teaches courses on production and operations management, supply chain management, manufacturing management. He has taught in several executive programs for wide variety of firms in the areas of operational excellence, strategic sourcing, vendor development, service operations and supply chain management.



## PROGRAMME DETAILS

- January 15 - 19, 2024
- 9:00 AM on January 15, 2024
- 2:00 PM on January 19, 2024
- Management Development Centre (MDC), IIM C Campus
- For Residential participants
  - January 14, 2024 (6:00 pm onward)
  - January 19, 2024 (2:00 pm)

## PROGRAMME FEES

- ₹ 120,000/- plus taxes and surcharges as applicable.
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We would strongly encourage candidates to enroll as Residential participants, as the experience of an MDP is optimized in a full-immersion mode.

A discount of 10% on the Programme fees can be availed by an organization if it nominates at least 4 participants for a particular MDP.

## TERMS & CONDITIONS

- Participants would have to make their own travel arrangements.
- Accommodation at IIM C will be provided till 2.00 p.m. on the last day of the Programme. Participants staying beyond this time will have to bear additional stay and food charges, which they have to settle directly with the hospitality service provider, conditional upon room availability.
- Cancellation Policy: In case you/your nominated candidate(s) does(do) not attend the programme, 40% of the programme fees prov4Wp36 329.34o8 Tw 1.18 0 dxperiencys10 36 271.6768m022i6 0 0 16 3T(f)1 nominaTm2(vl/i6 7plus(f)1cuti)36( haEdu

# HOW TO APPLY

