

Management Development Programme
**Supply Chain Management
for Competitive Advantage**
Critical Competency to ride downturns
October 26-28, 2009
IMI Campus, New Delhi

Introduction

An effective and agile Supply Chain Management should have the capacity to respond timely to changes in business goals and customer needs. As economic buoyancy and downturns alternate, firms adopt different business tactics for the two scenarios. Boom periods typically spell abundant demand. SCM has to ensure higher supplies in such periods.

Downturns on the other hand are much more challenging for SCM function. Service standards have to be higher customization closer and pricing much more competitive to cajole the reluctant customer. Costs accordingly have to be lower, processes more efficient and “asset light” to release cash and other resources. SCM has to also support shifts of priority in the product customer and market mix. Promotions introduced by Marketing have to be pushed through the logistics channels. Also the Supply Chain members across the Extended Chain have to be managed to meet common goals.

Growth and Profits come under pressure during economic downturns. A robust SCM comes handy in effectively dealing with the dual challenge of efficiency and effectiveness in this period.

Objective

The purpose of the programme is to impart knowledge; develop understanding and skills to design and manage an effective and agile SCM. There is an added emphasis on how to harness competency of such SCMs to secure growth and profit in economic downturns. The latter could be a timely take away at the present juncture.

Contents

Day-1

- The key issues in SCM; Aligning them to business goals
- Supply chain complexities: Variability in demand, impact of lead time and Bull whip effect.
- Inventory Management & Risk Pooling, Vendor Managed Inventory (VMI) & JIT.
- Supply chain integration
Matching “Push, Pull, Push-Pull” strategies according to product/business needs

Day-2

- Logistics Network Planning- Integrating inventory positioning and network design.
- Distribution strategies
Direct, Central vs. Local, Cross Docking
- “SCOR” model to map Supply Chain process and metrics
- The value of Information, Implementing IT solutions : ERP, SAP, SCM, CRM

Day-3

- Strategic Alliances and outsourcing.
- HR issues in effective Supply Chain Management – Barriers and Enablers
- Issues in International SCM
- Harness SCM to ride economic downturn.

The Pedagogy

- Lectures
- Small Exercises
- Cases – At least 50% of session will have them
- Role playing – Beer Game

Take aways from the programme:

- Develop skills to embed Business Strategy onto SCM metrics and processes;
- Learn to design/reengineer an extended Supply Chain network using lean Principles, and SCM goals;
- Map supply chain processes and take optimal decisions on inventory, procurement, logistics, sourcing, and distribution. Evolving supply chain metrics and measuring performance;
- Understand issues related to successful implementation of IT solutions related to SCM;
- Appreciate organizational barriers and enablers of effective SCM and how “people” competency can be supply chains differentiator;
- Learn how to harness SCM to ride economic down turn;

For Whom

Decision makers, Senior and Middle level managers from cross-functional areas like Operations, Logistics, Sales, HR, Product Management, Marketing, IT, Sourcing, Finance, Tech/R & D would benefit from this programme.