



INDIAN INSTITUTE OF  
MANAGEMENT, LUCKNOW

Batch 4

# EXECUTIVE PROGRAMME IN STRATEGIC OPERATIONS MANAGEMENT & SUPPLY CHAIN ANALYTICS

10 Months, Live Online & In-campus Immersion

IIM Lucknow Executive Alumni Status



## Programme Summary

### Executive Programme in Strategic Operations Management & Supply Chain Analytics

 <b>Institute Name</b> IIM Lucknow	 <b>Programme Duration</b> 10 Months	 <b>Cost</b> INR 2,07,050 + GST	 <b>Learning Mode</b> Live Online Session	 <b>Weekly effort</b> 3 hours per week
 <b>Faculty</b> IIM Lucknow	 <b>Payment Options</b> Basic Instalment Plans	 <b>Special Pricing</b> Special pricing up to 10% discount is available for corporate plans	 <b>Eligibility</b> Any Graduate (10+2+3)/Diploma holder (10+2+3)/Postgraduate with minimum one year of work experience	 <b>Certificate</b> Upon successful completion of the programme, with a minimum 75% attendance and satisfactory academic performance, participants will be awarded a certificate of completion.

## Learning Experience

- Learn from leading IIM Lucknow faculty and industry experts
- Get the prestigious IIM Lucknow Certificate of Completion
- Learn from real-world cases and a capstone project
- Two days Campus Immersion

## Frequently Asked Questions

### Are there any LIVE sessions with the institute faculty in this course?

Yes, there are live sessions for this programme for 3 hours on Saturday.

### What is the role of the Programme Leader? Are they institute faculty?

IIM Lucknow faculty is teaching the course. The modules will be taught with real world applications by the Institute Faculty.

### Who grades/ gives inputs on the assignments and projects?

Examination / Evaluation shall be conducted by the Institute

### Is there a qualifying mark/ grade to get the final certification in this course?

Yes, the qualifying mark is 50%.

### What if I miss the assignments for a particular week? Can I attempt them later?

It is upon the faculty's discretion if any re-attempt would be allowed of the quiz or assignment and the evaluation methodology.

### Do I get Alumni status of the Institute on completion of this course?

The candidate is eligible for an Alumni Status with a fee of INR 10,000.

### Will Emeritus/ Institute help with placement services?

This course is designed with some of the best faculty and to cover relevant topics in a manner that creates positive career outcomes. Over 87% Emeritus learners have witnessed career growth post completing their course. As an additional service, we provide resume writing guidance, navigating job search and interview prep along with this course. All this guidance is provided over recorded videos, this is not live. However we do not offer placement services with our courses.

### What if I don't find the course appropriate for me after starting the sessions? Can I seek a refund?

Your chosen course has a 84% satisfaction rating by past learners. We encourage our learners to complete the course to fully understand the concepts and derive valuable learning outcomes. All notification of cancellations/withdrawals from the programme must be received in writing 14 days or more before the programme start date. Where the request for refund of academic fees has been received 14 days or more before the programme start date, full refund of the amount paid towards programme fee (excluding application fee, if any. Application fee is non-refundable) shall be made. The request for refund of academic fees has been received in writing less than 14 days from the programme start date. The refund shall be made for an amount equal to the academic fees after deducting a refund processing fee of INR 5,000 and the GST component. No refunds will be processed after the commencement of the Program.

### What type of certificate will I receive?

To qualify for the Certificate of Successful Completion, participant should accumulate more than 50% of COPM (Cumulative Overall Percentage of Marks). Also, Attendance should not be less than 75% at the end of the Programme taking all the Courses put together. If participant doesn't fulfill the mentioned criteria, then he/she will get 'Certificate of Participation' from IIM Lucknow.

### How long will I have access to the learning materials?

Post session video recordings from live sessions will be available to the participants till two weeks (approx. 14 days) after the live session is conducted, only at the discretion of the Programme Directors/ Faculty. All faculty may not permit it. Emeritus or the institute does not guarantee availability of any session recordings after the two-week period is over.

# Overview

Organisations are adopting exponential technologies and moving away from traditional operations and supply chain models towards scalable, customisable, and nimble strategies. Transformations across sectors reveal a common theme: effectively steering and efficiently optimising value chain activities leading to exceptional performance. IIM Lucknow's **Executive Programme in Strategic Operations Management & Supply Chain Analytics** will help you adapt, evolve, and transform your business operations through next-generation strategies and an analytical approach that disrupts processes, cuts costs, and increases efficiencies. From quality control and inventory management to supply chain management, you will enhance and align your skills to attain the highest sustainable return on your operations.



**The global logistics market size was valued at \$9,833.8 billion in 2022, and is projected to reach \$16,794.7 billion by 2032, growing at a CAGR of 5.6% from 2023 to 2032**

Allied Market Research

**By 2025, digitization in the logistics sector could unlock \$1.5 trillion for logistics operators.**

G2.com

## STARTS ON

December 30, 2023\*

## DURATION

10 Months

## ACADEMIC ORIENTATION

January 27, 2024

## PROGRAMME FEE

INR 2,07,050 + GST

## 1st ACADEMIC SESSION

February 10, 2024

\*Begins with Introduction to Platform



# PROGRAMME HIGHLIGHTS



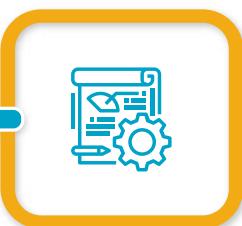
Receive a certificate of completion from one of India's top B-Schools (NIRF, 2023)

Delve deeper into operational issues and solve them with innovative analytical solutions



Experience a two-day on-campus immersion at the IIM Lucknow campus\*

Become industry-ready and learn from real-world business applications, industry case studies and tools



Gain a global outlook with insights from IIM Lucknow faculty and industry experts

Apply programme learnings in a hands-on capstone project based on a real-world business case

## Note:

-The primary mode of learning for this programme is via live online sessions with faculty members. Recordings from live sessions will be available to the participants till two weeks (approx. 14 days) after the live session is conducted, only at the discretion of the Programme Directors/ Faculty. All faculty may not permit it.

\*Accommodation will be available for participants on a single occupancy basis at the IIM Lucknow campus or a nearby hotel, subject to the availability of rooms at the IIM Lucknow campus.

# WHO IS THIS PROGRAMME FOR?

This programme is designed for early to mid professionals looking to take their career to the next level with a solid grasp of operations management concepts and analytical frameworks to build and scale process efficiencies.

Professionals looking to leverage advancements in operations and supply chain management, formulate effective data-driven strategies to improve efficiency, performance and drive profitability will also benefit from this programme.

## 4 TECHNOLOGIES THAT'LL DISRUPT SUPPLY CHAIN MANAGEMENT IN THE FUTURE



**Autonomous  
Trucking**



**Autonomous  
Warehouses**



**3D  
Printing**



**AI &  
Machine Learning**



# PROGRAMME DIRECTORS



## Prof. Rakesh V

Assistant Professor, Operations Management,  
Indian Institute of Management Lucknow

Dr Rakesh V's research mostly involves mathematical modelling of problems in Supply Chain Management. His interests are in topics like retail and e-commerce operations, warehousing and fulfilment centre operations, supply chain network design etc. His work has been published in highly rated peer-reviewed international journals. He holds a Bachelors in Engineering from the University of Kerala, a Masters and PhD from IIT Bombay. His PhD dissertation received awards from organisations including INFORMS Transportation and Logistics Society. Prior to his PhD, he worked in companies like Amazon and Toshiba.

## Prof. Yash Daultani

Assistant Professor, Operations Management,  
Indian Institute of Management Lucknow

Dr. Yash Daultani has recently designed and developed the course titled 'Supply Chain Analytics and Simulation' at IIM Lucknow. He consults and publishes in the areas of operations and supply chain analytics, supply chain network design, product design, supply chain risk management, and healthcare operations management. He has published more than 35 research papers in peer-reviewed international journals of global repute. He holds a Doctoral (Fellow) degree from IIM Lucknow and is a state rank holder in B.Tech. (Hons.), Mechanical Engineering.



*Note: Programme Directors might change due to unavoidable circumstances, and revised details will be provided closer to the programme start date.*

“Through this programme, participants will be equipped not only with the foundational tools and techniques of operations management and supply chain analytics, but also their linkages with business strategy. With a strong focus on analytics, the programme will also cover contemporary areas like Industry 4.0, Retail & Ecommerce Operations, Platform businesses and Design Thinking.

— Prof. Rakesh V and Prof. Yash Daultani,  
Programme Directors

# PROGRAMME MODULES

## MODULE 1 : INTRODUCTION TO OPERATIONS MANAGEMENT & STRATEGY

- Introduction to Operations Management
- Operations Strategy Framework
- Product Design and Development
- Design of Manufacturing and Service Systems
- Facility Layout
- Process Flow Analysis
- Demand Forecasting & Capacity Planning
- Sales and Operations Planning
- Operations Scheduling

## MODULE 2 : QUALITY MANAGEMENT & LEAN SIX SIGMA

- Measures and Dimensions of Quality
- Total Quality Management
- Statistical Process Control in Practice
- Lean Management Principles
- Lean Six Sigma

## MODULE 3 : INTRODUCTION TO ANALYTICAL TOOLS

- Statistics for Managers: Basics of Normal Distribution
- Linear Regression
- Formulation - Optimisation Problems in OSCM
- Transportation and Assignment models
- Introduction to Linear Optimisation

# PROGRAMME MODULES

## MODULE 4 : SUPPLY CHAIN MANAGEMENT & STRATEGIES

- Supply Chain Fundamentals
- Inventory Management and Optimisation
- Structure Design and Network Strategy
- Logistics and Transportation
- Strategic Sourcing
- Sustainable and Closed Loop Supply Chains
- Supply Chain Coordination

## MODULE 5 : SERVICE OPERATIONS MANAGEMENT

- Service Strategy and Design
- Service Quality
- Logistics and Routing Challenges in Services
- Performance Improvement and Evaluation of Service Enterprises

## MODULE 6 : OPERATIONS & SUPPLY CHAIN ANALYTICS

- Introduction to Operations and Supply Chain Analytics
- Managerial Learnings from "The Goal"
- Theory of Constraints
- Inventory Analytics
- SCOR model and KPIs
- Transport Analytics
- End-to-end Supply Chain Analytics

## MODULE 7 : PROJECT MANAGEMENT: CONCEPTS & TOOLS

- Project Planning, Organisation and WBS
- Project Scheduling - CPM and PERT
- Project Resources Management & Monitoring
- Project Risk Management

# PROGRAMME MODULES

## MODULE 8 : OPERATIONS AND SUPPLY CHAIN PRACTICES

- Simulation Modelling
- Dynamic Optimisation of Supply Chain for Strategic Planning
- Building Resilient Supply Chains and Managing Risk
- Managing Projects Using Software
- Tapping Digitalisation and Cloud Computing

## MODULE 9 : RECENT TRENDS IN OPERATIONS & SUPPLY CHAIN MANAGEMENT

- Retail & E-commerce Operations
- Platform Business Models
- Introduction to Industry 4.0 Technologies
- Applications of Industry 4.0 in Operations and Supply Chain Management
- Role of AI, ML, and IoT in Digital Transformation
- Supply Chain Digital Transformation

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Note:

-Modules/topics are indicative only, and the suggested time and sequence may be dropped/modified/adapted to fit the participant profile & programme hours.

-The programme curriculum includes individual assignments, simulations, group projects & presentations to apply and demonstrate classroom learnings.

-Recordings from live sessions will be available to the participants till two weeks (approx. 14 days) after the live session is conducted, only at the discretion of the Programme Directors/ Faculty. All faculty may not permit it.

-The primary mode of learning for this programme is via live online sessions with faculty members. Post session video recordings may or may not be made available, at the discretion of faculty members. Emeritus or the institute does not guarantee availability of any session recordings.

-Industry Expert sessions could be scheduled in a different time zone, depending on speaker availability.

## CAPSTONE PROJECT

The capstone project provides participants with an opportunity to apply advanced principles of operations and supply chain management to industry-specific challenges. It is a comprehensive project that participants will work in groups from conception to completion. At the end of the project, the participants will turn in their work for consultation with faculty members.

# REAL-WORLD CASE STUDIES



## **Bossard AG: Enabling Industry 4.0 Logistics, Worldwide** by Klaus Meyer and Alexandra Han (Ivey Publishing)

This case explains the conversion of the trading and logistics industries, and the challenges arising from that conversion. Participants will learn how technology changes associated with Industry 4.0 (Industrial Internet of Things) are changing sourcing and operations; and how to develop a business model for integrated logistics solutions.



## **Digitization of an Industrial Giant: GE Takes on Industrial Analytics** by J. Stewart Black and Anne-Marie Carrick (INSEAD)

This case describes General Electric's transformation journey from being an industrial manufacturer to becoming an industrial analytics giant. The participants will learn salient aspects of software capability development and opportunities related to big data and optimisation analytics.



## **AmazonFresh: Rekindling the Online Grocery Market** by Rory McDonald, Clayton M. Christensen, Robin Yang and Ty Hollingsworth (Harvard Business School)

Fresh grocery market has been a logistical challenge for most online retailers. The case explains the ambitious attempt by Amazon to enter this space in the US. From basic business models to operational challenges including last mile delivery, participants will gain insights on some key aspects of eCommerce supply chains.



## **Innovation at Uber: The Launch of Express POOL** by Chiara Farronato, Alan MacCormack and Sarah Mehta (Harvard Business School)

Experimentation lies at the heart of design in platform companies. This case helps recreate a typical service design decision in Uber. In this journey, participants get an industry perspective on problem definition, hypothesis generation, experiment design, and data analysis used to arrive at the decision.

# LEARNING OUTCOMES

Develop an in-depth understanding of operations, processes and how they align with the company's business strategy



Explore how to make organisations more agile and responsive using the tools and techniques of advanced project management



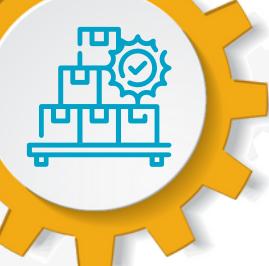
Use Six Sigma and Lean techniques for improved output and increased efficiency in the process management



Learn how analytics helps transform the operations and supply chain practices of a company



Understand the aspects of product and service quality, and the tools to analyse and improve quality

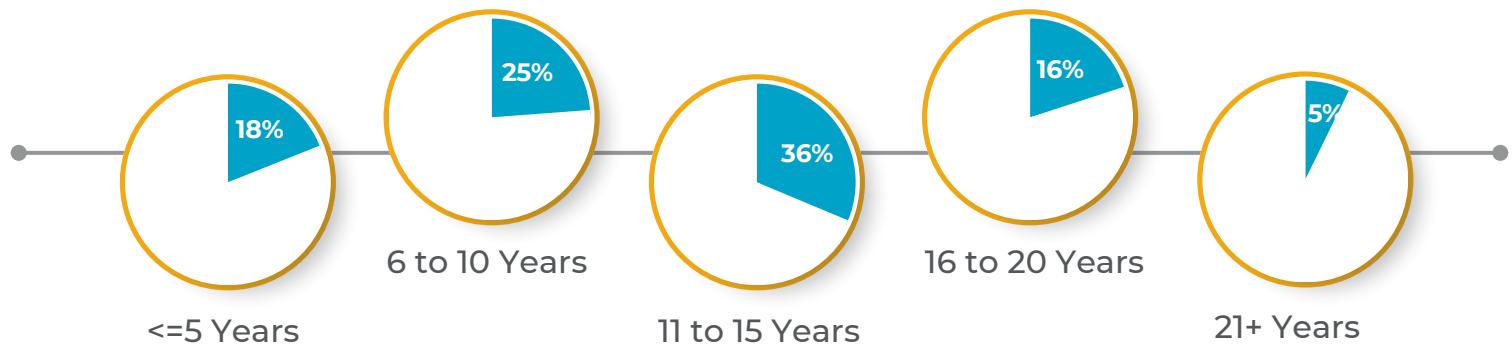


Design innovative supply chain strategies for delivering value through advanced logistics and inventory analytics

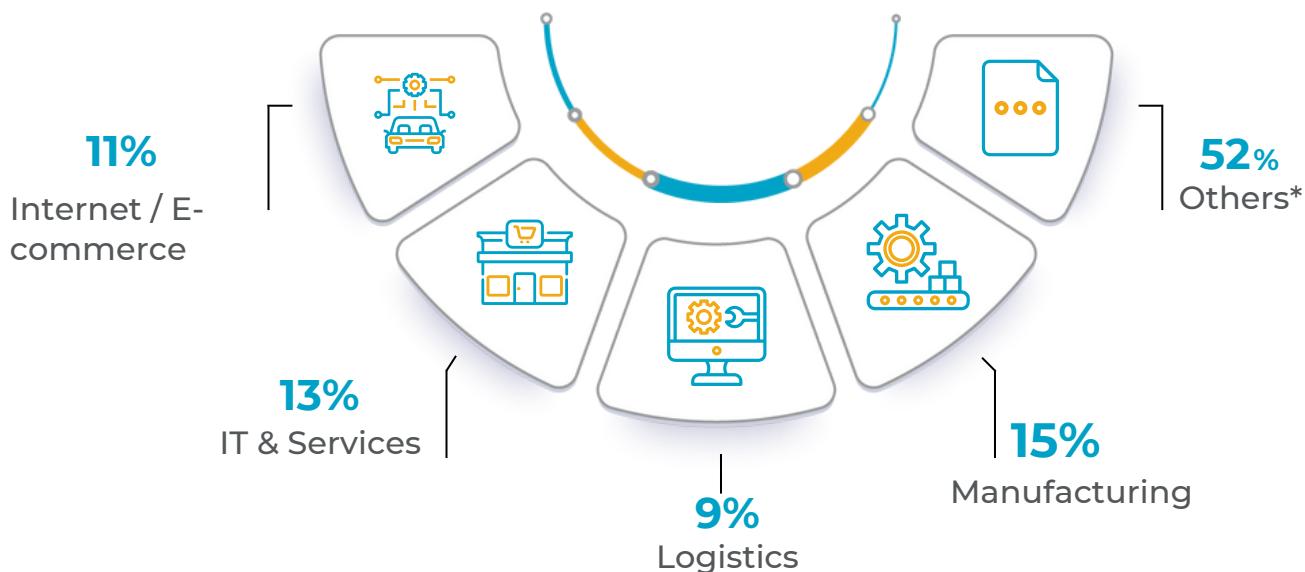


# PAST PARTICIPANT PROFILES

## Work Experience



## Industries



\*Others include Agriculture, Consumer Electronics, Healthcare, and Retail, amongst others.

## Functions



\*Others include Consulting, Customer Service, Engineering, and General Management, amongst others.

# CERTIFICATE

Upon successful completion of the programme, with a minimum 75% attendance and satisfactory academic performance, participants will be awarded a certificate of completion and will be eligible to receive IIM Lucknow's Executive Alumni Status (optional). Participants are expected to have 75% & above attendance. The cumulative overall percentage of marks should be 50% and above. Those participants who do not meet these criteria will receive a certificate of participation from IIM Lucknow. No certificate shall be awarded if the attendance is less than 40%.

We encourage you to attend all the live sessions and make the best out of these interactive learning experiences.



**Note:**

- The certificate shown above is for illustration purposes only and may not be an exact prototype of the actual certificate.
- IIM Lucknow reserves the right to change the certificate and specifications at any time without notice.



# IIM LUCKNOW EXECUTIVE ALUMNI BENEFITS

Upon completion of the programme, participants will need to register with a one-time registration fee of INR 10,000 + GST to receive the prestigious IIM Lucknow Executive Alumni Status (optional). The benefits include:

- > MDP Alumni status of the Indian Institute of Management Lucknow
- > Receipt of all IIM Lucknow programme brochures and newsletters along with details of souvenirs available with MDP Office
- > Lifelong access to a network of distinguished IIM Lucknow Executive Alumni
- > Access to the IIM Lucknow Campus Library (onsite access)
- > 10% discount in fee for any additional programme (Open programme, Online) at IIM Lucknow (Lucknow and Noida campus)
- > 10% group discount on the fee for reference of participants (minimum group of five)

*Note: The Executive Alumni benefits are subject to the discretion of IIM Lucknow.*



# APPLICATION REQUIREMENTS

## Experience Documents:

- For Previous Organisation(s): Relieving letters
- For Current Organisation: Current Salary Slip or Bonafide Certificate from the HR department on company letterhead

## Graduation and Post-Graduation Education:

- Marksheets – Individual or consolidated (all semesters)
- Passing Certificate – If Any
- Diploma/ Degree/ Doctorate

## ID Proof:

- Any Government-issued photo ID like PAN Card/ Driving License/ Passport, etc.

# SYSTEM REQUIREMENTS

This programme includes live online classes conducted on Zoom. To attend a live online class you will need to have a PC/ Laptop/ Mac with:

- Speakers and microphone: built-in or a USB plug-in or wireless Bluetooth
- Webcam: built-in or USB plug-in
- Processor: with Dual Core 2Ghz or higher (i3/ i5/ i7 or AMD equivalent)
- RAM: 4 GB or higher
- OS: Either MacOS 10.7 or higher OR Windows 8 or higher
- An internet connection: Minimum bandwidth of 3.0 Mbps (up/ down)
- Browser: IE 11+, Edge 12+, Firefox 27+, Chrome 30+
- Zoom software client installed on your PC/ Laptop/ Mac

We use the Zoom software application to conduct live online classes. Zoom works on a variety of PCs/ Laptops/ Mac systems and also on phones and tablets.

You can join your live online class from a phone or tablet if it supports the Zoom client.

We recommend that you attend classes from a PCs/ Laptops/ Mac.

# PROGRAMME DETAILS

## Programme Schedule

**Duration** 10 Months

**Academic Orientation** January 27, 2024

**1st Academic Session** February 10, 2024

**Live Online Sessions** 3 Hours/ Week

Saturday, 10:00 AM to 1:15 PM (Including a 15-minute break)

**In-campus Sessions** 2 Days\*

*\*In-campus sessions will be held towards the end of the programme*

## Eligibility :

- Any Graduate/Diploma (10+2+3)/Post Graduate holder with a score of minimum 50% and with a minimum 1+ years of work experience as on December 30, 2023.
- The candidate should be currently working
- Screening & selection will be done by IIM Lucknow

## Evaluation :

- Examination / Evaluation shall be conducted by the Institute
- An examination will be held for each module
- Participants will be given any one of the following grades: "Excellent", "Good", "Fair" and "Poor"

## Programme Application Link

[Click here](#) to apply to the programme.

# PROGRAMME SCHEDULE



**PROGRAMME FEE\*** : INR 2,07,050 + GST

**Alumni Fees (Optional)** INR 10,000 + GST (To be paid after programme completion)

\*Note:

GST (currently @ 18%) will be charged extra on these components.

\*Instalment payment options available.

\*Additional convenience charges will be applicable on instalment payments.

\*For detailed information on instalment payments reach out to your programme advisor.

- The school will be providing study materials in an electronic format. In case if participants needs a physical copy, they will have to bear the international courier charges.

-In case a programme session corresponds with a public holiday, the session would be held on the following weekend.

Deferment Policy

- If a participant wishes to defer their participation to the next cohort and initiates this request before the programme's start date, they must pay a registration fee of INR 5000 + GST.

- If a participant initiates a deferment request after the programme has started, they will be required to pay a deferment fee or re-registration fee of INR 25000 + GST. Additionally, any difference in the programme fee will also be applicable.

## Round-wise Application Dates

	Dates	Application Fee
Round 1	Oct 30, 2023	INR 1,500 + GST
Round 2	Nov 8, 2023	INR 2,000 + GST

Note: - Admissions are on a first-come, first-serve basis. There might not be subsequent rounds if seats are filled in the initial rounds.

- Some sessions with faculty and/or industry experts could be rescheduled at a different time, depending on exceptional circumstances.

# ABOUT IIM LUCKNOW

The Indian Institute of Management (IIM) Lucknow, is one of the premier national level institutes of management in India, involved in generating and imparting knowledge in the field of management. IIM Lucknow stands tall on the foundation of an excellent, committed and profoundly knowledgeable faculty, innovative pedagogical tools, as well as an electric and diverse student community that has a burning desire to make new paths of its own.

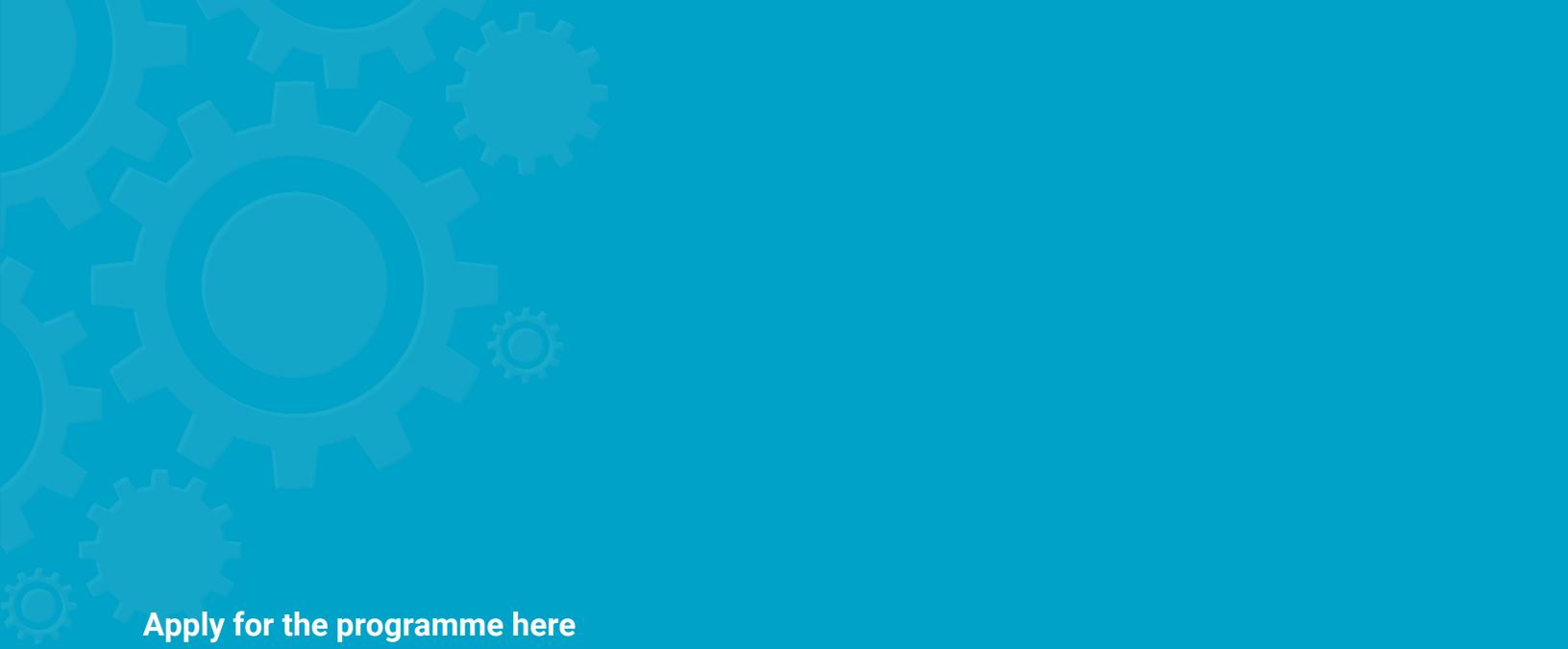
The Association of MBAs (AMBA) has accorded accreditation to the Institute's PGPM, IPMX, and PGPWE programmes. IIM Lucknow is amongst the five B-Schools in India to achieve the coveted dual accreditations by the Association to Advance Collegiate School of Business (AACSB) as well as the Association of MBAs (AMBA). World over, only about 5% of the institutes have acquired AACSB's accreditation.



**IIM Lucknow is  
#64 Globally**

# ABOUT EMERITUS

IIM Lucknow is collaborating with online education provider Emeritus to offer a portfolio of high-impact online programmes. Working with Emeritus gives IIM Lucknow the advantage of broadening its access beyond their on-campus offerings in a collaborative and engaging format that stays true to the quality of IIM Lucknow. Emeritus' approach to learning is built on a cohort-based design to maximise peer-to-peer sharing and includes video lectures with world-class faculty and hands-on project-based learning. More than 250,000 students from over 160 countries have benefitted professionally from Emeritus' courses.



Apply for the programme here

[APPLY NOW](#)

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Finance Options Available

[\*\*KNOW MORE\*\*](#)



[\*\*WhatsApp an Advisor on +918657038243\\*\*\*](#)

\*This number does not accept any calls. Please message your queries.

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For registration and any other information,  
please get in touch with us at [iiml.execed@emeritus.org](mailto:iiml.execed@emeritus.org)

In collaboration with



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