



announces

Management Development Programme

On

**“Logistics and Supply Chain Management :
Measuring Performance for Improvement”**

(10th, 11th & 12th November, 2016)

Venue : ASBM Campus, Bhubaneswar

Programme Facilitators

Prof. Subash Chandra Mohapatra

Prof. Arnab Chakraborty



**9th B-School in India with
Double International
Accreditation**

Asian School of Business Management

एशियन बिजनेस प्रबंध संस्थान

Bhubaneswar

www.asbm.ac.in

About the Programme

In today's business environment, an efficient and effective supply chain is a necessity for staying competitive in the market. Nevertheless, supply chain management in India is still in its early stages of deployment. Managing supply chain is a complex job as it includes and affects the entire business activities of an organization and its business partners. Understanding the dynamics and complexity of the supply chain is quite challenging and a prerequisite for any supply chain endeavour.

Objectives

The purpose of this programme will be to develop an appreciation for the concept of working with business partners in order to achieve an efficient and effective supply chain and increase customer value. The programme also proposes to understand the drivers and challenges of achieving supply chain excellence through integration and coordination. The course also aims at developing analytical skill for handling complex supply chain problems.

Programme Content

Fundamental Concepts of Logistics & Supply Chain Management. Warehouse Management & Operations. Supply Chain for E-Commerce. Modes of Transportation. Shipping and Containerization. Optimization for Logistics Planning. Information Technology (IT) in Supply Chain. Economics for Transportation Systems.

Expected Profile of Participants

Executives in the materials, planning, manufacturing, marketing, sourcing, third party logistics provider, supply chain, outsourcing and information technology. Organizations, that want to leverage their supply chain practices as a competitive weapon will benefit from the course. Companies that are in major supply chain restructuring mode will benefit by sending multiple participants for the programme.

Duration

The programme will commence on 10th November 2016 and will be over by evening of 12th November 2016. Participants may plan their return travel after 6 P.m. on 12th November 2016.

Pedagogy

The programme consists of classroom discussions, individual and group exercises,

and case studies. The programme will cover various analytical and innovative tools used for supply chain improvement. The course will also focus on how Information Technology can be leveraged for achieving supply chain goals. Case studies will expose the participants to supply chain best practices and learning from the successes and failures.

Registration

Participants should be nominated by their organisation. The last date for receiving nomination is 3rd November 2016. The course will have a maximum of 25 participants registered on first-come-first-serve basis. ASBM reserves the right for acceptance of a nomination.

Fees

The Fee is Rs. 15,000/- per residential participant which includes charges for boarding, lodging (in the Institute's Guest House), course material and training kit. Snacks and Tea/ Coffe will be served during the session breaks the fee is Rs.10,000/- per non-residential participant which includes all the above except boarding and lodging.

Nomination

Please send the duly filled in nomination form along with a Demand Draft drawn in favour of "Asian School of Business Management", payable at Bhubaneswar to The MDP & Consulting Division, Asian School of Business Management, Corporate Office, 8, Sai Anandam Complex, Patia Square, Bhubaneswar – 751 024. The fee is non-refundable, but can be adjusted against another participant or any other Management Development Programme of the Institute, if the nominated participant is not able to attend this programme.

Programme Facilitators

Prof. Arnab Chakraborty

B.Tech, MBA

Prof. Chakraborty holds B.Tech degree in Instrumentation Control Engineering from the West Bengal University of Technology, Kolkata with Master Degree in Business Administration (Oil & Gas Management) from University of Petroleum and Energy Studies, Dehradun. He has a blend of experience both in academics and industry. He has undertaken a research project related to safety issues of LNG containers and LPG cylinders.

Areas of Interest: Production Management, Multi Modal Logistics and Supply Chain.

Prof. Subas Chandra Mahapatra

M.Sc., MBA, Ph.D

Dr. Mahapatra holds Master degree in Mathematics from Sambalpur University, Ph. D. in Management from University of Hyderabad & MBA from Utkal University. He was awarded ICSSR Fellowship to undertake research on 'Evaluation of Service Quality Practices in Indian Airlines' for his doctoral research.

Prof. Mahapatra has to his credit 11 research publications in reputed international and national journals. He has presented papers in 18 international and national conferences and has participated in many more. He has guided 45 projects and six students are now undertaking their doctoral research under his guidance and supervision.

Areas of Interest: Operations Research, Service Quality, Operations Management, and Project Management



The Institute

Asian School of Business Management, located in the lap of nature on the outskirts of Bhubaneswar, the capital city of Odisha, is an autonomous business school. Established in 2006 by a team of dedicated educationists and management professionals led by Prof. Biswajeet Pattanayak, former Professor of IIM Lucknow & Indore, ASBM has been benchmarked with the IIMs for providing quality management education. It offers the PGDM programme approved by AICTE, Ministry of HRD, Govt. of India. The quality parameters of the school have earned it two international accreditations – ACBSP (USA) and SAQS. In fact ASBM is the 9th B School in the country to have been honoured with double international accreditation.

Besides playing a pivotal role in providing value based management education with an industry driven curriculum, ASBM is also committed to research and development. By dint of continuous innovation in its approach for excellence, the institute has been rated A++ by Business India, has bagged the Top B-School Award by Competition Success Review, and has figured in the Top B-Schools List in a survey conducted by Dainik Bhasker Lakshya B-School Survey. The Institute has also been rated highest on governance parameter, along with IIM Ahmadabad for three consecutive years by Indian Management best B-School Survey.

To realize its vision to set the best standards for management education and business leadership,

ASBM has entered into coveted MoU with internationally reckoned centers of learning and excellence like St. Cloud State University, USA; California State University, San Bernardino (CSUSB), USA, North Carolina Central University (NCCU), USA, Westcliff University, California, USA; Universidad Argentina de la Empresa (UADE), Argentina; Management Development Institute of Singapore (MDIS), Singapore etc. The Department of MSME, Government of India has sponsored establishment of a Business Incubation Centre in ASBM to give a fillip to entrepreneurship.

As a part of its Industry Connect initiatives, ASBM regularly conducts Management Development Programmes (MDP), In-company programmes and undertakes consultancy programmes for executives at all levels. The broad objectives of ASBM MDP are to enable the participants to:

- ▶ Keep themselves abreast of the new developments at the industry level;
- ▶ Identify the conditions — both individual and institutional — that provide opportunities for professional development and personal transformation;
- ▶ Understand their role in planning initiatives considering various ethical dimensions;
- ▶ Understand the nuances of effective leadership and thereby develop and lead high-functioning teams; and
- ▶ Function as effective change agent.



For further details, please contact :

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