



# INDIAN INSTITUTE OF MANAGEMENT CALCUTTA

## VALUE CREATION THROUGH OPERATIONS STRATEGY

 Programme Directors: Prof. Peeyush Mehta & Prof. Balram Avittathur

 Programme Dates: January 30 - February 03, 2023

 Programme Venue: MDC, IIM Calcutta



# 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

**Prof. Peeyush Mehta:**

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.

### Prof. Balram Avittathur:

Balram Avittathur is a Professor in the Operations Management Group of IIM Calcutta and is a faculty member of the institute since 1999. He has a doctorate degree in Management from Indian Institute of Management Bangalore (Fellow, IIMB). His doctoral thesis was in the area of Supply Chain Management. Supply Chain Management and Service Operations Management are his areas of research and teaching interests. Prof. Avittathur received the Fulbright Post-Doctoral Research Fellowship Award for the year 2002-2003. He has articles on Supply Chain Management and Service Operations in international journals and magazines. He has conducted various corporate training programmes and has also served as consultant for different Indian corporate concerns.

## PROGRAMME DETAILS

- **Duration:** January 30 - February 03, 2023
- **Programme Commencement:** 9:00 AM on January 30, 2023
- **Programme Conclusion:** 2:00 PM on February 03, 2023
- **Venue:** Management Development Centre (MDC), IIM C Campus
- **Accommodation:** For Residential participants
  - **Check in:** January 29, 2023 (6:00 pm onward)
  - **Check out:** February 03, 2023 (2:00 pm)



## PROGRAMME FEES

- **Residential (R):** ₹ 120,000/- plus taxes and surcharges as applicable.
- **Non-Residential (NR):** ₹ 110,000/- plus taxes and surcharges as applicable.

We would strongly encourage candidates to enroll as Residential participants, as the experience of an MDP is optimized in a full-immersion mode.

### Discount on Programme fees:

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 will be retained, as per policy.
- Executive Education Alumni: With effect from April 1, 2017, participants of IIM Calcutta's 'Open' MDPs who attend 20 days of learning through two or more Open MDPs will be eligible to apply for 'Executive Education Alumni of IIM Calcutta' status.





## HOW TO APPLY

- You can apply/nominate your personnel by clicking on the "Apply Now" link corresponding to the particular MDP, as appearing on our online calendar available at: <https://iimcal.ac.in/mdp/mdp-calendar>
- Once the candidature(s) is (are) approved, the sponsoring authority or participant (in case of self-nomination) will be intimated over email along with the Payment Advice seeking programme fees in advance.
- Programme fees can be remitted online through Electronic Fund Transfer (NEFT/RTGS).
- Upon remitting the fees online, kindly intimate CMDP office with the UTRNo./relevant transaction details through email, so that we can connect your remittance to your nomination(s). Please note that confirmation of participation is subject to receipt of Programme fees by CMDP Office before commencement of the MDP.

## IIM CALCUTTA'S RANKINGS AND ACCREDITATIONS

- Triple accreditations by AACSB (Association to Advance Collegiate Schools of Business), AMBA (Association of MBAs) and EQUIS.
- IIM Calcutta is the only B-school in India to be a part of the prestigious CEMS. (The Global Alliance in Management Education or CEMS (formerly the Community of European Management Schools and International Companies) is an international cooperation of leading business schools and universities with multinational companies and NGOs).
- IIM Calcutta has been ranked at No. 2 in India and 59 Globally in the Financial Times Executive Education Ranking 2022. IIM Calcutta had secured 2nd rank amongst all B-schools in India and 21st Globally, in Financial Times: Masters in Management Rankings 2020.



### Our correspondence address is as follows:

CMDP Office

Management Development Centre (MDC)

Indian Institute of Management Calcutta, Diamond Harbour Road, Joka, Kolkata - 700 104

Phone: +91 33 7121 6000-01 (Extns: 6012/6005)

Email: [program\\_mdp@iimcal.ac.in](mailto:program_mdp@iimcal.ac.in) | Weblink: <https://www.iimcal.ac.in/mdp/mdp-calendar>

For all other details on administrative matters please refer to the 'Guidelines for Participants' on our website or e-mail to [program\\_mdp@iimcal.ac.in](mailto:program_mdp@iimcal.ac.in)