EXECUTIVE CERTIFICATE IN
SUPPLY CHAIN ANALYTICS
A legacy from 1981 in the field of post-graduate Education. S. P. Jain Institute of Management and Research is a leading institution to influence managerial practices and value-oriented growth to students. SPJIMR offers broad management programmes to individual professionals and collective organisations.

SPJIMR stands as an AICTE-approved tier 1 MBA institute authorised by AACSB (Association of advance collegiate Schools of Business) and AMBA (Association of MBA, UK).

Especially known for its quality of its graduates, the SPJIMR experience creates exceptional leaders.
Supply Chain Digitization is the most important agenda in almost all organizations with the objective of improve innovation, efficiency and responsiveness. Digitization has led to the accumulation of large amount of high speed data that originate from unique sources. However, insighting from this data remains elusive.

Supply Chain professionals in Organizations need to develop the skills to envision the potential of analytics, to tease out problems that may not be explicitly visible and discover hidden opportunities. This course aims to familiarize managers with different types of analytics possible from various data sources.

### COURSE MODULES

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<th>Module</th>
<th>Duration</th>
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<td><strong>Module 1: Introduction to Supply Chain Analytics</strong></td>
<td>6 Hours</td>
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<td><strong>Module 2: Novel Data Sources’ for Supply Chain Analytics</strong></td>
<td>3 Hours</td>
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<td><strong>Module 3: Descriptive Analytics</strong></td>
<td>12 Hours</td>
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<td><strong>Module 4: Predictive Analytics</strong></td>
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<td><strong>Module 5: Prescriptive Statistics</strong></td>
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<td><strong>Module 6: Technology in Supply Chain</strong></td>
<td>8 Hours</td>
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### Course Information

- **Course Type**: Online
- **Duration**: 20 Weeks, 50+ Hours
- **Timing**: 2.5 Hours Every Sunday from 10 am to 12:30 pm
Module 1: Introduction to Supply Chain Analytics

Introduction to Supply Chain Strategy and Processes

- The Triple A framework of Supply Chain
- The link between Business Strategy and Supply Chain Strategy: Efficient vs Responsive Supply Chains
- Supply Chain Processes – Plan, Source, Make, Deliver and Sell
- New Business Models emerging from Value created by the Supply Chain

Pedagogy/Learning tools: Case Studies of New Business models

Module 2: Novel Data Sources’ for Supply Chain Analytics

- Organization data from internal systems
- Data Available Outside Organization boundaries
  - Unstructured Data from Reviews, Social media, blogs etc
- Data Sources from new technologies
  - Internet of Things
  - Blockchain

Pedagogy/Learning tools: Explanation of Concepts in lectures. Videos of new technologies that give rise to new data

Module 3: Descriptive Analytics

- Process of Problem Discovery through Analytics
- Pre-processing of raw data from core Supply Chain Systems. Data Validation of Data from multiple core systems. Handling missing data, Collating data from different systems to make it meaningful for analysis.
- Descriptive Analytics, Supply Chain Metrics
  - Spends/Sourcing Analytics
  - Inventory Analytics: ABC XYZ Analysis
  - Logistics Analytics: Delivery Cost and Service Level Metrics
  - Production Analytics: Process, Capacity, Quality and Service Analytics metrics
  - Customer Analytics: Customer Acquisition and Retention Metrics

Pedagogy/Learning tools: Demonstration of data pre-processing. Demonstration of Calculation of Metrics from Raw data, Visualization of Data based on Case studies. Excel files with data will be shared and students are expected to identify challenges in data.
Module 4: Predictive Analytics

What is Predictive Analytics?
Various Use Cases for Prescriptive Analytics
Demand Forecasting
  • Time Series Techniques
  • Causal techniques
Process of Predictive Modelling:
  • From Building models to evaluating model fit.
Supervised Models
  • Predicting Customer Churn
  • Based on Structured Data
  • Based on Unstructured Data – Text Mining Topic Modelling
  • Predicting Equipment Failure
Unsupervised Models
  • Dimensionality Reduction: Reducing number of variables to simplify model building.
  • Clustering: Use cases in Recommender Systems and Segmentation


Module 5: Prescriptive Analytics

What is Prescriptive Analytics?
Examples of new age use cases of Real time Prescriptive Analytics in Supply Chain fuelled by Digitization. (Driving real time decisions in Manufacturing / Inventory Management / Logistics or Sales Campaigns or Algorithmic Marketing)
Analytical framework for specifying a trade-off problems and optimization problems
Formulation a model for Prescriptive Analytics with hands on exercise e.g. Network Design


Module 6: Technology for Supply Chain Analytics

Datawarehousing and Data Center/AWS (including Extraction, Transformation, Loading)
Modelling Tools: Implementation of Real Time System with Model Building – Case Studies of AWS.
End to End Supply Chain Solutions.
Internet of Things and Block Chain.

Pedagogy/Learning tools: Explanation of Concepts in lectures using visual representations. Interesting Videos showing application.
GAIN ALUMNI STATUS

STAMP YOUR RESUME WITH INDIA’S 5TH RANKED B-SCHOOL
RTQI  TCO HIGHLIGHTS

SPJIMR Alumni Status
Executive Certificate in Supply Chain Analytics

Industry Focussed Case Studies
Capstone Project

Maintenance Points
Checklist & Self Assessment Models

Guest Speaker with Industry Experts
Comprehensive reference to Handbook and manuals

NGCT PKPI STYLE

Real Life Examples
Q & A Sessions
Theory in Lecture Model
Video Demo
Software or Excel Demo

Choose appropriate tools
Analyze Situations
Hands-On Practice
Caselets for Application
Sharing Personal Experiences
Application Demo

THEORIES
MODELS AND ANALYTICAL TECHNIQUES
IMPLEMENTATION CHALLENGES

Quiz to Test Comprehension
As per McKinsey Report

93% companies aimed to create more resilient & agile supply chain

As per McKinsey Report

90% respondents opined that they wanted to increase digital advancements in SCM either through reskilling or new hires

As per McKinsey Report

₹13L A Supply Chain Manager earns Rs. 13 lakh per annum in India
The global Supply Chain Analytics market size was valued at USD 6.24 billion in 2021. It is expected to reach USD 27.89 billion by 2030, growing at a CAGR of 18.1% during 2022-2030.

Asia Pacific (which includes Indian Sub Continent) has the highest potential and is envisioned to grow at a CAGR of 21%.

IoT and automation have brought up breakthrough solutions to the supply chain which have contributed to making it drastically more visible. In fact, the modern supply chain is slowly evolving into an ecosystem of connected, comprehensive, cyber-aware and cognitively enabled resources.
**OUTCOMES**

- Gain a strong foundation of technically-enhanced knowledge in the field of Supply Chain Management.
- Get familiar with current supply chain management trends, and understand supply chain theories, practices, concepts of case problems, and problem-based learning solutions.
- Develops critical management skills that help with diverse business environments, ethical decision-making, and user of Information technology.
- Applied technique on computer-based supply chain optimization application that develops the dexterity of supply chain software suites.
- Research and Case projects, conclude being a Certified Executive in the field.

**WHO SHOULD ATTEND**

- Graduates
- Business Managers
- Data Analysts
- Supply Chain Professionals
- Business Owners
- Entrepreneurs
- IT Professionals
- Consultants
- Analysts
- Graduates
- Business Manager
- Data Analysts
- Supply Chain Professionals
- Business Owners
- Entrepreneurs
- IT, Tech & Electronics
- Pharmaceuticals
- Food & Beverage
- Retail
- Fashion
- Logistics
- Telecom
- Many more

**Companies**

- Automobile
- FMCG
- IT, Tech & Electronics
- Pharmaceuticals
- Food & Beverage
- Retail
- Fashion
- Logistics
- Telecom
+ Many more
The valid set of competencies provides a solid foundation to apply analytics principles and techniques in supply chain management.

- Develops proficiency in presenting supply chain analytics results using visualization tools, dashboards and reporting techniques for the right decision-making.
- Pain points of the supply chain management and how analytics can bridge them.
- Discover the valid problem faced by enterprises in any competitive environment.
- A working plan for demand and supply, to put an effective logistics strategy for a wide-scale distribution system.

The range of competencies involves

- Regression Analysis
- Benchmarking
- Problem Identification
- Demand Forecast
- Business Intelligence
+ many more.
KnoWerX is a premier institution in supply chain management training with 31+ years of experience in education and consultancy. A dream destination for many professionals to learn the best practices and acquire vast knowledge in all domains of the supply chain.

With the best of both world’s SPJIMR and KnoWerX, two esteemed educational institutions join forces for creating this cutting-edge certification in supply chain analytics. The unison builds a combined strength and resources of both institutions. It ensures a dynamic curriculum, diverse perspectives and a unique opportunity as per the latest industry trends. The merger of institutions represents the shared vision to provide exceptional learning that empowers professionals to enhance the power of analytics and tap the complete potential of supply chains.
We understand the financial consideration, Convenient EMI options available
Interest Free EMI if you opt for 3 months plan
Sheila Roy holds a Ph.D. from the Indian Institute of Technology, Bombay. Her doctoral research focused on Service Operations & Management. She holds a master’s in Business Administration from the Indian Institute of Management, Bangalore.

She is a faculty in Operations Supply Chain Management & Quantitative Methods at SPJIMR. In her professional career spanning 28 years, she worked in Information Technology, Finance, Insurance, Consulting, and Hospitality.

She passionately led start-up initiatives in the technology and digital space and converted them into robust business models. She has managed critical functions such as telemarketing channels, data warehousing, marketing analytics frameworks, six-sigma quality improvement, and market research. In her consulting assignments, she has led various programs in the digital ecosystem, such as e-business process design and analytics-driven marketing & sales process management.

Her research and teaching interests span Service E-Commerce, Analytics, and Service Excellence. She had been the Associate Programme Head for ‘Fellow Programme in Management (FPM)’ at SPJIMR and managed the admissions process for the PGDM programme for four years.

Dr. Debmallya Chatterjee is a Professor and Chairperson of the PGDM Online Program and the Chairperson of the Department of Operations, Supply Chain and Quantitative Methods at the institute. Prior to heading the department he was the Associate Head of Research at the Institute. Dr. Chatterjee is a PhD from Indian Institute of Technology (IIT-ISM Dhanbad), and MTech from National Institute of Technology (NIT-D). He is trained at Harvard Business School, Boston (HBS) on teaching pedagogy and is a Certified FIRO-B professional. He is also a visiting Professor at some of the top business schools in India.

Prior to joining SPJIMR, Dr. Chatterjee was at T A Pai Management Institute Manipal, India as an Associate Professor and served as the Chair of Operations and Information Science Area. He has also conducted multiple short term executive programs on Data driven decision making, Supply Chain management, and also conducted Faculty Development Programs on Advanced Research Methods.

Nilendra Pawar is a faculty in Operations Supply Chain Management & Quantitative Methods at SPJIMR. He holds a master’s degree in management from IIM Lucknow and a bachelor’s degree in Chemical Engineering from IIT Roorkee.

He has around 20 years of industry experience before joining academics in 2016. During his professional engagement with the Consumer Goods and Retail industry, he conducted senior executive roles managing portfolios such as planning, new business initiatives, logistics, supply chain & logistics, manufacturing, and service operations. His research interests cover supply chain planning, logistics, and e-commerce.

During his academic stint with SPJIMR, he has held administrative leadership roles as Chairperson and Associate Head for programmes curated for senior executives and experienced professionals.
COMPANIES HIRING SCM ANALYST

Amazon India
Axis
ITC
Deloitte
Hindustan Unilever
Flipkart
Goldman Sachs
PWC
Pidilite
Tata Digital
Philips
Make My Trip
Accenture Strategy
American Express
Asian Paints
Godrej
PayTM
Reckitt
Marico
Mieback
JM Financial
Kimberly Clark
General Mills
Danfoss
Eaton
Mercedez Benz
DHL Supply Chain
Ford
Tech Mahindra
Paytm
Philips
Ford
Accenture
Miebach
American Express
JM Financial
Eaton
Danfoss
Genpact
Dow Pont
MAERSK
Lowe's
UltraTech Cement
Volkswagen
Caterpillar
Mercedes-Benz
Škoda
Pidilite
Tata Digital
Cummins

The List is ENDLESS
Q.1 How many hours of training will be there?
Ans. The Duration Of Supply Chain Analytics Course will be 50+ hours over 20 weeks.

Q.2 How many Certification Maintenance Points will I get?
Ans. A participant will get 50 Certification Maintenance Points after completion of course.

Q.3 How Many Exams will be there?
Ans. There will be 2 exams, Midterm exam and a final exam.

Q.4 How many questions will be there in Midterm and final exam?
Ans. There will be a total of 50 questions divided into 25 questions each in Mid Term and Final Exam.

Q.5 What is the passing percentage?
Ans. A participant should score a minimum of 70% in both the exams combined. It does not matter if you score 70% in each Mid-Term & Final exam. The total in two exams combined should be 70% score.

Q.6 What is the time duration of the exams?
Ans. The time duration is 45 Minutes for each exam.

Q.7 What is the Criteria to get Certificate of Completion and Alumni Status?
Ans. Participant should Score a minimum of 70% in combining both the exams and should also have 70% of attendance in training.

Q.8 What if I didn’t score 70% in exams or/and didn’t have 70% attendance?
Ans. Participant will get only Certificate of Participation, after the batch is completed. Certificate of Completion and Alumni status will not be allotted.

Q.9 What is the Exam pattern?
Ans. It is a Multiple choice questions (MCQ). It will be an online open book exam with No negative marking.
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For Admissions Call:
+91 7738926464, 9996046464, 8433986464