ज्ञानम् जयति सर्वत्र
IIM MUMBAI

PM GatiShakti
National Master Plan for Multi-Modal Connectivity

Global Online Certification Course

Generative AI for Business Decisions 2024

Exclusively for Industry Participants



Course Schedule

- 22nd June 2024 – 28th July 2024
- Saturday and Sunday
- 5:00 PM – 7:30 PM IST
- 30 hours duration

Early Bird Registration Deadline:
31th May, 2024

www.iimmumbai.ac.in Register Here goc@iimmumbai.ac.in

About the Course

- Unlock the potential of AI and Machine Learning (ML) with this comprehensive online certification course. Delve into supervised and unsupervised learning techniques, mastering essential algorithms such as Regression Trees, Random Forest, and CatBoost. Explore the revolutionary field of Generative AI, including the game-changing GPT-3 model, and its profound implications for supply chain management.

- In collaboration with Prof. David Simchi-Levi from MIT, IIM Mumbai presents a cutting-edge curriculum that combines theory with hands-on applications. Gain practical insights into optimization techniques like Linear Programming Formulation and Shadow Price analysis, augmented by the integration of Generative AI. Through real-world case studies, including an in-depth analysis of retail strategy, you'll acquire the skills to navigate dynamic business environments and drive revenue optimization.

- Whether you're an industry professional seeking to enhance your expertise or an aspiring newcomer eager to enter the field, this course offers a pathway to success. With expert instruction and access to the latest research, you'll emerge equipped to lead innovation in optimization and Generative AI applications. Join us and unlock your potential to thrive in the AI-powered future of business management.

Course Content

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Week 1: Foundations of AI and ML
- Supervised and Unsupervised Learning
- Regression Trees, Random Forest and CatBoost
- Techniques for Unsupervised Learning

Week 2: Foundations of Generative AI
- Introduction to Generative AI
- GPT-3
- The Challenges of GPT-3
- ChatGPT and Generative AI

Week 3: Foundations of Optimization
- Optimizing Complex Decisions
- Linear Programming Formulation
- Shadow Price and Sensitivity Analysis
- Optimization with Gen AI
- Case Studies: Production Optimization and Financial Investments

Week 4: Key Supply Chain Capabilities
- Unified View of Demand
- Supply Chain Segmentation
- Smart S&OP
- Control Tower
- Supply Chain Resiliency

Week 5: Applications of Generative AI in Supply Chain Management
- Generative AI for Supply Chain Planning
- Generative AI for Demand Planning
- Generative AI for Procurement Planning
- Generative AI for Supply Chain resiliency
- Transformer and Image Processing for SC Decisions
- Case studies: Retail, CPG, High-Tech

Week 6: Applications of Generative AI in Revenue Management
- Demand Forecasting and Price Optimization
- Integration of Transformer with Price Optimization
- Case Study: Online Fashion Retailer Zalando

Course Highlights and Structure

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Structure

- 22nd June 2024 – 28th July 2024
- 5:00 PM – 7:30 PM IST || Saturday - Sunday
- 30 Hours Course || 12 Sessions (2.5 Hours/Session)
- Mode of Instruction - Online Platforms
- Lecture Attendance and Course Participation will be the criteria for Course Completion.

Highlights

- Lecture recordings will be provided for 1 week
- Participants will get the opportunity to interact live with Prof. David Simchi-Levi.
- Learn decision making techniques through exhaustive case studies
- Lecture slides and supplementary material after each session.
- Upon completion of the course, all eligible registered participants will receive a Certificate of Completion from IIM Mumbai signed by Prof. David Simchi-Levi and Prof. Manoj K. Tiwari - Director, IIM Mumbai.

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Course Focus and Outcomes

Focus

- Innovative Technology Overview
- Practical Applications in Supply Chain
- Advanced Applications in Revenue Management
- Business Impact and Performance Enhancement

Outcomes

- Master foundational AI and ML concepts essential for informed business decisions.
- Develop expertise in Generative AI principles, including GPT-3 and ChatGPT, for real-world applications.
- Acquire optimization skills crucial for complex decision-making with Generative AI integration.
- Gain insights into key supply chain capabilities and enhance operational efficiency.
- Apply Generative AI techniques in supply chain management and revenue optimization across diverse industries.

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Course fees for individual registration (With early bird offer)

Category	Fee Category	Total Fee* (inclusive of taxes)	Registration
Participants from India	Industry Professionals	₹ 36,000/-	Register Here
	Alumni	₹ 31,500/-	Register Here
	Academician/Faculty	₹ 27,000/-	Register Here
Foreign Participants	Any	$450 (Incl. of all)	Register Here

Slabs	Total Fee (inclusive of taxes)
10+ Industry Professionals	₹ 27,000/- per participant
10+ Academicians	₹ 22,500/- per participant

***To avail the early bird offer, participants must register on or before May 31, 2024**

Course fees for individual registration (Without early bird offer)

Category	Fee Category	Total Fee (inclusive of taxes)	Registration
Participants from India	Industry Professionals	₹ 40,000/-	Register Here
	Alumni	₹ 35,000/-	Register Here
	Academician/Faculty	₹ 30,000/-	Register Here
Foreign Participants	Any	$500 (Incl. of all)	Register Here

Slabs	Total Fee (inclusive of taxes)
10+ Industry Professionals	₹ 30,000/- per participant
10+ Academicians	₹ 25,000/- per participant

Course Instructors

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Prof. David Simchi-Levi
Professor – Business &
Supply Chain Analytics,
Director - Data Science Lab MIT, USA



Prof. Manoj Kumar Tiwari
Director,
IIM Mumbai

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Prof. David Simchi-Levi

- Prof. David Simchi-Levi is the most renowned Professor and Thought Leader in the field of Supply Chain Management.
- In 2023, he was elected as a member of the National Academy of Engineering. He is the recipient of the prestigious INFORMS Impact Prize 2020 for his work on Supply Chain Resilience.
- His book, "Designing and Managing the Supply Chain" (with P. Kaminsky and E. Simchi-Levi) is a staple across B-schools for their Supply Chain Management courses.
- He is the founder and chairman of LogicTools which provides software solutions and professional services for supply chain optimization. The company has provided decision support systems to clients such as Caterpillar, ConAgra, Kraft Foods, Mercer Management, Ryder, SC Johnson, UPS, U.S. Postal Service, Walgreens, etc., and was acquired by IBM.
- Profile on MIT website - Prof. David Simchi-Levi
- LinkedIn Profile: https://www.linkedin.com/in/david-simchi-levi- 3045026/



Prof. David Simchi-Levi
Professor - Business & Supply Chain Analytics,
Director - Data Science Lab MIT, USA

Prof. Manoj Kumar Tiwari

- Prof. Manoj K Tiwari, Director-IIM Mumbai, is on-lien from his post as Professor, Department of Industrial and Systems Engineering at the Indian Institute of Technology, Kharagpur.

- He has been ranked 1 among the top 100 individual researchers across the world who had published research articles in the International Journal of Production Research (1985-2010), the top leading author for Supply Chain Analytical Techniques (Computer & Industrial Engineering), among Top 20 most productive authors in the area of Production and Operations Management in the last 50 years (Int. Journal of Production Economics, 2009) and rated 2nd among many researchers working in Logistics and Supply Chain Management in India (Analysis of the logistics Research in India-White paper published in TU Dortmund University, Dortmund Germany-2012).

- He is the recipient of “Most Influential Researcher Award” in the domain of Operations and Supply Chain Management.

- He was recently awarded the David F. Baker Distinguished Research Award from the Institute of Industrial & Systems Engineers (IISE, USA).

- Optimization, Simulation, and Computational Intelligence are the main techniques adopted by Prof. Tiwari to automate the decision support system for complex and large scale problems in Manufacturing and Logistics System.

- Profile on IIM Mumbai Website - Prof. Manoj Kumar Tiwari

- LinkedIn Profile - https://www.linkedin.com/in/manoj-tiwari-5050a634/



Prof. Manoj K. Tiwari

Director, IIM Mumbai

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About Indian Institute of Management Mumbai

IIM Mumbai, has a rich history dating back to its establishment in 1963 with support from the government of India, UNDP, and ILO. Renowned for its commitment to excellence, the institute has earned the impressive rank of 7th among Indian management schools in 2023 according to NIRF. Specializing in industrial management, supply chain, and operations, IIM Mumbai distinguishes itself through its focus on transformative education and industry-inspired research.

The institute boasts robust connections across private, public, and academic sectors, facilitating a holistic learning environment. With a strategic vision, IIM Mumbai aims to propel Indian businesses onto the global stage, dedicated to supporting the dynamic sectors of the Indian economy. By aligning its vision and activities with current and future needs, the institute stands as a beacon for fostering innovation, leadership, and global competitiveness in the field of management education.

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Success of Previous Courses

IIM Mumbai had successfully completed 12 versions of the Global Online Certification Course on Supply Chain Digitization & Management, End-to-End Supply Chain Transformation through digitization and Business & Operations Analytics in association with Prof. David Simchi- Levi since 2021.

The courses received an overwhelming response with 18000+ individuals from reputed national and international organizations. Some prominent academic institutions include the IITs, IIMs, IIFT, University of London, University of Warwick and some eminent organizations include P&G, HUL, GE, ITC, Amul, Deloitte, General Mills, IBM, Titan, Reliance, PwC and many more.

Participants	Countries	Organizations	Industry Professionals	IITs & IIMs Students
18000+	18+	700+	5000+	1500+

List of Previous Courses

- Supply Chain Digitization and Management
- Business and Operations Analytics 2021
- End-to-End Supply Chain Transformation through Digitization
- Business and Operations Analytics 2022
- Competing in Business through AI-Powered Supply Chains 2022
- Supply Chain & Demand Analytics
- Data-Driven Supply Chain Transformation
- Business Analytics: From Data to Insights and Decision Making
- Data-Driven Supply Chain Transformation 2023
- Reinventing Business Operations with Data Analytics 2023
- Generative AI in Supply Chain Management
- Advanced Executive Program: Data-Driven Supply Chain Transformation 2024 for Flipkart

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Participated Organizations

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Educational Institutes



Corporates



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PM Gati Shakti Initiative

The PM Gati Shakti - National Master Plan was announced in 2021 with an aim to celebrate 75 years of a progressive India and the glorious history of its people, culture, and achievements. The objective is to break departmental silos and lay the foundation for holistic infrastructure development to address the multi-modal and last-mile connectivity issues pertaining to supply chain and demand management.

The Global Online Certification Course on Generative AI for Business Decisions 2024 explores how Generative AI revolutionizes supply chain management, covering key areas like demand forecasting and procurement. Real-world case studies illustrate its tangible impact, preparing participants for effective implementation in the dynamic landscape of supply chain optimization.

This course aims to provide participants with a profound understanding of leveraging technology to improve operational efficiency and decision-making across the supply chain to accelerate the idea of the Gati Shakti Master plan

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Coordinating Team

Contact us

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Faculty Coordinators from IIM Mumbai

- Prof. Rofin T M
- Prof. Maheswar Singha Mahapatra
- Prof. Veepan Kumar
- Prof. Amit Kumar Das
- Prof. Jasashwi Mandal
- Prof. Ramesh Kumar

Student Coordinators from IIM Mumbai

- Mr. Debarghya Kar
- Ms. Sandra Mary Jacob
- Mr. Krishna Dighe
- Ms. Maneesha Joshi
- Mr. Shankha Shubhra Sarkar

Click here for FAQs.
For all queries, please E-mail to: goc@iimmumbai.ac.in