IIM Mumbai

PM GatiShakti
National Master Plan for Multi-Modal Connectivity

GLOBAL ONLINE CERTIFICATION COURSE ON

GENERATIVE AI IN SUPPLY CHAIN MANAGEMENT 2024

Exclusively for Industry Participants

Course Schedule

- **6th January 2024 – 21st January 2024**
- **Every Saturday and Sunday**
- **5:00 PM – 7:30 PM IST**
- **15 hours duration**

Registration Deadline
31st December 2023



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

About the Course

- Generative AI is an emerging technology that has the potential to change the way business decisions can be made to manage and operate complex supply chains.
- The course objective is to uncover innovative solutions using Generative AI to address challenges like inflation, disruptions, and labor shortages, reshaping decision-making in critical areas.
- Dive deep into the technology's core with a comprehensive understanding of Generative AI, covering its origin, inner workings, and practical applications such as GPT-3, deep neural networks, and the Transformer architecture.
- Beyond the supply chain, explore Generative AI's versatility in revenue management. Delve into Transformer and LSTM architectures, discover its role in demand forecasting, and examine a compelling case study featuring Zalando.
- IIM Mumbai is offering the Global Online Certification Course on Generative AI in collaboration with Prof. David Simchi-Levi from MIT.
- This course unlocks the potential of Generative AI across the supply chain industry, empowering one with the knowledge to navigate and thrive in dynamic business landscapes.

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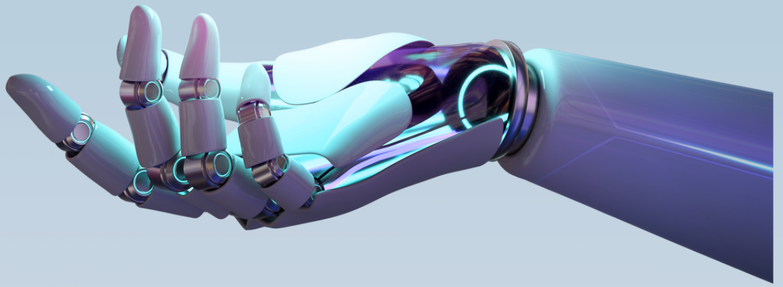
Course Content

Week 1: The Origin of Generative AI

- How Generative AI Works?
- GPT-3, Deep Neural Network and Transformer
- The Challenges of GPT-3
- GPT-3.5 and Supervised Learning
- ChatGPT and Generative AI



Week 2: Applications of Generative AI in Supply Chain Management

- Demand Forecasting
- Inventory Management
- Procurement Optimization
- Transformer and Image Processing for Supply Chain Decisions
- Supply Chain Resiliency
- Case studies: Retail, CPG, High-Tech



Week 3: Applications of Generative AI in Revenue Management

- Transformer and LSTM Architectures
- Demand Forecasting with Transformer
- Integration of Transformer with Price Optimization
- Case Study: Zalando



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Course Highlights and Structure





Structure

- 6th January 2024 – 21st January 2024
- 5:00 PM – 7:30 PM IST || Saturday - Sunday
- 15 Hours Course || 6 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

- Explore Deep Neural Networks, GPT-3, and GPT-3.5 in Supply Chain Management.
- Leverage Generative AI, for enhanced Demand Forecasting and Inventory Management.
- Analyze case studies in Retail, CPG, and Hi-Tech industries showcasing Generative AI benefits.
- Apply Generative AI with Transformers and LSTM architectures for optimized Revenue Management.

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Course Fees

Category	Fee Category	Total Fee*	Registration
Participants from India	Individual	Rs. 30,000/-	Regsiter Here
	Alumni	Rs. 27,000/-	Regsiter Here
	Academician/Faculty	Rs. 25,000/-	Regsiter Here
Foreign Participants	Any	$480(Incl. of all)	Regsiter Here

***Registration Fee inclusive of all taxes. Convenience fees may apply**

For bulk registrations from one organization (More than 10 participants), email to goc@iimmumbai.ac.in

Course Instructors



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 and also serves as the Editor-in-Chief of Management Science.

- 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 10 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

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Participated Organizations

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 in Supply Chain Management 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

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Faculty Coordinator from IIM Mumbai

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

Student Coordinators from IIM Mumbai

- Mr. Rony Mitra
- 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