OPEN ENROLMENT PROGRAM

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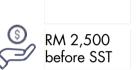
ASIASchool of Business
in collaboration with MIT Sloan Management
Iclif Executive Education Center

AICB 8 CPD HOURS

LOGISTICS & SUPPLY CHAIN MANAGEMENT

Faculty
Dr. Asad Ata

28 November 2024
9:00am - 5:00pm

RM 2,500
before SST

Program Overview

Harness the power of logistics and use supply chain as a strategic resource for your company. Learn the critical concepts required to lead an integrated supply chain operation. You will learn to design a solution portfolio approach for real world logistics problems with a systems view to Supply Chain Management.

Everything that we touch today and many things that we don't, flow through some supply chains. It is very rare that products get created, manufactured or grown, and consumed in the same location at the exact same time. Every product has a story and is delivered through multiple supply chains.

The COVID-19 pandemic exposed the vulnerabilities of our supply chains today. While multiple national lockdowns impacted the flow of raw materials and finished goods, labor shortages disrupt manufacturing. Most businesses have been under tremendous pressure to cut costs, improve service and cash flow particularly true in global companies with far flung operations and those with an increasing focus on emerging markets. At the same time there is a shortage of experienced supply chain managers. With panic buying and factory shutdowns due to the pandemic, most businesses were caught off-guard.

In this program, we will learn what really is supply chain management with a systems view to logistics and supply chain problems. We will learn the critical concepts required to design and lead an integrated supply chain operation and develop common performance metrics, discuss how one solution may not fit all products and services within your supply chain. You will learn how to build custom strategies using segmentation and a solution portfolio approach for real world logistics problems.

This program is ideal for supply chain, logistics and procurement managers who want to enhance their understanding, skills, knowledge and confidence. Those with business or organizational experience in a non-supply chain area but interact with supply chain professionals, or those who are new to supply chain processes and are trying to understand the best practices, working as functional counterparts in finance, information systems, manufacturing, or marketing will also benefit.

The program will be highly participatory and action oriented. Your preconceptions will be challenged, and you will leave with a more holistic view on how supply chain management offers a breadth of both challenges and opportunities.

Core Topics

- What is Supply Chain Management and why it matters
- Designing supply chain for Push and pull systems
- Supply Chain Segmentation
- Handing demand Uncertainty in Supply Chains
- Pooling, postponement, and other inventory deployment strategies
- Understanding Inventory Types and relevant Costs, Economic order Quantity and establishing Inventory Policy
- How to manage a supply chain whilst avoiding common functional pitfalls with a systems approach
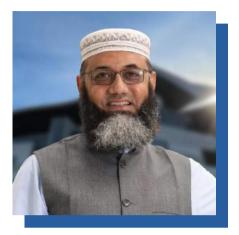
Case-based Learning (Optional)

- Integrating functions and units across the chain through alignment of objectives and incentives
- Adopt a supply chain solution portfolio approach for real world logistics problems
- Minimizing supply chain costs while maintaining or improving Supply Chain efficiency

Who Will Benefit?

- Directors and managers responsible for sales and operations planning
- Functional counterparts to supply chain working in finance, information systems, manufacturing and marketing
- Mid to senior-level managers and directors who want to learn supply chain processes and best practices.
- Senior Executives responsible for supply chain strategy, procurement, planning, distribution and/or transportation

Faculty

Dr. Asad Ata is an Associate Professor of Operations and Supply Chain Management at the Asia School of Business. His primary areas of research include sustainable sourcing and supply chain management. Dr. Asad has worked full-time in the industry for over 12 years on various supply chain IT, telecom, and e-commerce projects. He has also worked extensively with food and agricultural supply chains with multinational corporations, NGOs, government organizations, and agencies such as the United States Agency for International Development (USAID) and SWIFT.

With a team of more than 35 researchers, field officers, and consultant agronomists, he leads a sustainability center SMEs and small farmers of oil palm in Malaysia. Dr. Asad is working with small farmer communities to design supply chains that are socially responsible, environmentally sustainable, and economically viable. As of August 2021, Dr. Asad Ata has been appointed on the Technical Advisory Committee for Mechanization & Automation Research Consortium for Oil Palm (MARCOP) Malaysia, a Government-Industry platform to discuss, develop and adopt mechanization and automation technologies for oil palm. In addition he is also on the advisory board of PERTANIGA, an independent smallholder association of Oil Palm farmers in Malaysia.

Dr. Asad teaches graduate programs in the areas of logistics, supply chain management, and sustainability. His teaching and research expertise also covers Business Analytics, Software Systems, and Data Modeling. For more than 11 years, he has been a Research Affiliate with MIT, where he has taught for MIT Global Supply Chain And Logistics Excellence (SCALE) Network and has been part of the design team for MIT's first X-Series MOOC on Supply Chain Management. Dr. Asad received his Ph.D. in Operations Research from Southern Methodist University in Dallas, Texas, USA. He completed his Master's degree from Arizona State University in Tempe, Arizona, USA, and completed his undergraduate degree from the Indian Institute of Technology, Kharagpur, India.

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