

MICRO-CREDENTIAL IN STRATEGIC SUPPLY CHAIN MANAGEMENT

INNOVATING SUPPLY CHAIN MANAGEMENT: VALUE CREATION AND ADAPTATION

(HRDCorp Course Series No: 10001562259)

Faculty Professor Shardul Phadnis

Cases and other pre-class materials are available beginning June 9, 2025

Course Credits:
1.5 Credits

After reviewing the cases, live sessions are on:

- June 21, 2025
- July 5, 2025
- July 12, 2025
- July 19, 2025



asb.edu.my/ace



Course Overview

Ready to move beyond traditional logistics and unlock the strategic power of supply chain management? Discover how the smart coordination of goods, information, and capital can drive performance, fuel innovation, and deliver lasting customer value.

Designed for professionals in operations, logistics, management, or entrepreneurship, this course helps you see the big picture behind the movement of goods in today's fast-paced world. You will explore how strategic supply chain decisions contribute to business growth, resilience, and agility. You will also gain insights on creating value through innovative supply chain management, creating powerful competitive advantages for your business.

What makes this course especially relevant today is its focus on how supply chains can drive not just profit, but purpose—enabling socially-driven innovation and entrepreneurial impact.

Whether you're optimizing operations or re-imagining business models, this course empowers you to think strategically and act decisively.





Course Outline

Through cases analyses, exercises, and in-depth discussions, you will achieve the following:

1. **Introduction:** Contemporary Thinking in Supply Chain Management
2. **Strategic Agility:** Aligning Supply Chains with Business Strategy (Case-based)
3. **Value Creation:** Business Models Powered by Agile Supply Chains (Case-based)
4. **Catalysts of Agility:** The Role of Supply Chain Intermediaries (Case-based)
5. **Tech-Driven Transformation:** Adapting to Emerging Technologies (Case-based)
6. **Structural Shifts:** Responding to Global Disruptions and Trends (Case-based)
7. **Supply Chains with Purpose:** Social Value Creation (Case-based)
8. **Conclusion:** Designing Operations for 21st Century Supply Chains





Outcomes that Drive Business Growth

This course will enable you to:



Evaluate

how well supply chain strategies align with business goals



Identify and Generalize

mechanisms for value creation through supply chain management



Assessment

Your learning journey is supported by a mix of interactive and practical assessments:

1. Continuous Assessment 60%
(Pre-class exercises, case discussions, cross-case analyses)
2. Final Assessment 40%
(Integrated evaluation of concepts and applications)

Who Should Take This Course*

Business leaders & Chief Supply Chain/Operating Officers
looking to leverage supply chains as engines of business value

Entrepreneurs & Start-up Founders
exploring supply chain/logistics-based business models

Social Entrepreneurs aiming to drive sustainable development through SCM innovation

Consultants working in operations, strategy, or SCM transformation

Educators & Instructors in operations and supply chain management

Students preparing for careers in SCM, logistics, entrepreneurship, or strategy

Managers from Other Disciplines seeking to understand the capabilities and boundaries of modern SCM

Requirements/Prerequisite

Participants are expected to read cases, complete brief exercises, and prepare for in-depth case discussions in the class. Additional reading material will be provided to complement the cases.

Fees: RM8,500 (exempted from 8% SST)

Course Credits: 1.5 credit course

Duration of the Course:

The course is delivered over a period of 6 weeks (this includes time for learners to analyze case studies before the first live session)

Course Structure:

The course will have a total of four live-sessions held on Saturday from June to July.

1. Case Preparation

Before the live-sessions, students will analyze case studies (1 or 2 for each live session) provided by the instructor for case discussion. After preparing the case(s), the students will complete pre-class exercises on the ACE platform.

2. Live Sessions

The live-sessions are held in hybrid format, and involve a critical analysis of the case facilitated by the instructor. These sessions follow the Socratic method of teaching, in which the instructor asks probing questions to help students recognize the key lessons of the case. The sessions conclude with the instructor summarizing the key lessons.

Live-session dates in table below:

Live-session	Date and Time
First Live-session	Saturday, June 21, 2025 9:00 a.m. – 12:15 p.m. (Malaysian Time)
Second Live-session	Saturday, July 5, 2025 9:00 a.m. – 12:15 p.m. (Malaysian Time)
Third Live-session	Saturday, July 12, 2025 9:00 a.m. – 12:15 p.m. (Malaysian Time)
Fourth Live-session	Saturday, July 19, 2025 9:00 a.m. – 12:15 p.m. (Malaysian Time)



Faculty



Professor Shardul Phadnis is an Associate Professor II of Operations and Supply Chain Management at the Asia School of Business. His research explores the intersection of supply chains and strategic management: (a) how organizations create value by orchestrating supply chain operations and (b) how strategy processes, such as scenario planning, influence the adaptability of supply chain infrastructures and processes.

His research has been published in leading journals in both disciplines, such as Strategic Management Journal, Academy of Management Perspectives, Technological Forecasting & Social Change, Production and Operations Management, Journal of Business Logistics, MIT Sloan Management Review, and several others. His book “Strategic Planning for Dynamic Supply Chains: Preparing for Uncertainty Using Scenarios” (Palgrave Macmillan, 2022) describes first-hand accounts of scenario planning applications in three in-depth cases of strategic/long-range planning in business and governmental planning organizations. Shardul is a member of the editorial board of Futures & Foresight Science and regularly performs peer-reviews research for leading management journals and academic conferences.



RM8,500 or approx USD1,848*

*This ACE course, which is part of ASB's accredited degree program, is exempted from Malaysian SST.

The ACE courses are:

- Stackable to degrees. They can be combined to gain eligibility to apply for comprehensive qualifications, culminating in the ASB Master of Business Administration (full-time 12 months) or Executive Master of Business Administration degrees (part-time 16 months).

Register now for this course:



Asia School of Business, ASB Academic,
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Ministry of Higher Education Malaysia
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