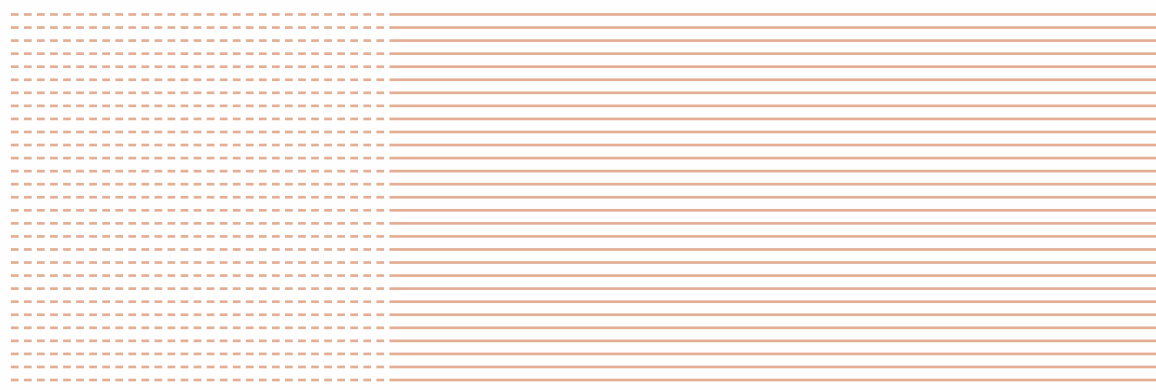


# Design Fundamentals of Operations Management

August 21-25, 2017



EXECUTIVE EDUCATION  
INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

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Businesses are becoming increasingly competitive. There is an increasing need to (i) identify the core competence of every organisation, (ii) leverage that competency to a competitive advantage, and (iii) sustain and enhance the competitive positioning for scaling up. Operations Management plays a major role in this. Traditionally, operations management has been approached from the realms of Industrial Engineering. Managers often function with an engineering perspective and a task oriented approach. There is a lesser understanding of the business context in which operations are embedded. The programme on “Design Fundamentals of Operations Management” is based on linking the technicalities of operations (both manufacturing and services) to a larger business purpose. Specifically, operational process designs and investment decisions for operations should be made with a thorough understanding of their impact on the business objectives of the organisation. Accordingly, the programme aims to discuss the operations (process, people, technology and equipment) from a multi-disciplinary perspective in a business environment. The framework of discussion is a tactical decision making approach in operations management.

## Objectives

The objectives of the programme are to help identify the operational advantages that an organisation has, understand operational processes, evaluate process positioning and design, and to study ways and means of leveraging operations to business competitiveness.

At the individual level, the programme is aimed to be a value addition for professional growth. The objectives are to (i) build operations design skills, (ii) gain a larger organizational perspective, and (iii) understand the interdependencies of tasks, processes and business contexts in competitive environments.

## Programme Highlights

- Process analysis and design
- Capacity analysis
- Bottleneck analysis
- Sourcing
- Coping with uncertainty
- Process related investment decisions
- Operations and marketing interface
- Flexibility in operations
- Operations enabled wealth creation

## Participants' Profile

- Managers and executives with about five years of experience in private, public sector, state and central Government organisations and NGOs.
- Young managers in operations and related functions such as marketing, finance and accounting, with a proven track record and a potential for rapid career advancement.
- Owner-Managers involved in operations and allied functions.
- Process managers from SME's

## Pedagogy

Case based; Discussions and analysis in the context of ground realities

## Faculty

- Sundaravalli, N. (Faculty Chair)  
Email: [sundaravallin@iima.ac.in](mailto:sundaravallin@iima.ac.in)  
and other IIMA faculty



## Nominations and Inquiries

Nominations should reach the Executive Education Office latest by **August 08, 2017**. The last date for early bird discount is **July 31, 2017**.

Organisational sponsorship is generally required, but can be waived in case the participant is likely to gain significantly from the programme for personal improvement or greater job effectiveness.

All nominations are subject to review and approval by the programme faculty (usually after the due date for receiving nominations). A formal acceptance letter will be sent to selected nominees accordingly. Nominees are requested to make their travel plans only after receiving the acceptance letter.

For nomination forms and more information, please contact:

### Executive Education

Indian Institute of Management Ahmedabad

Vastrapur, Ahmedabad 380 015.

Phone: +91-79-6632 4461 to 69 and 4472 to 77

Fax: +91-79-2630 0352 (ExEd)/2630 6896 (General)

Email: [exed@iima.ac.in](mailto:exed@iima.ac.in)

Website: [www.iima.ac.in/exed](http://www.iima.ac.in/exed)

## Venue and Accommodation

The programme will be held at the Indian Institute of Management Ahmedabad. Participants would get a full board and air-conditioned single room accommodation on the Institute campus.

IIMA norms do not allow participants to have guests stay with them during the programme.

## Programme Fee and Payment

INR 1,20,000 plus applicable taxes per person for participants from India and its equivalent in US Dollars for participants from other countries. The fee includes tuition fees, programme materials, boarding and lodging.



The programme fee should be received by the Executive Education Office latest by **August 08, 2017**. In case of cancellations, the fee will be refunded only if a request is received at least 15 days prior to the start of the programme. If a nomination is not accepted, the fee will be refunded to the person/organisation concerned.

The programme fee can be paid in one of these two ways:

### [A] Electronic Fund Transfer:

1. Name of Beneficiary:  
**Indian Institute of Management Ahmedabad**
2. Savings Bank A/c No. 9369EEP, YES Bank Limited, C. G. Road Branch, Ahmedabad  
(IFSC: YESB0000007, SWIFT Code: YESBINBB)
3. Name of Remitter: \_\_\_\_\_ (Please mention the name of the sponsoring organisation)
4. Purpose of Remittance:  
**Design Fundamentals of Operations Management**
5. IIMA Permanent Account Number (PAN):  
AAAT11247F
6. IIMA Tax Deduction Account Number (TAN):  
AHMI00189A
7. IIMA Service Tax Registration Number:  
AAAT11247FST001

After making the payment, please email us the complete transaction details immediately so that we can link your remittance with your nomination.

### [B] Payment Gateway

For more information, please visit the respective programmes in our website ([www.iima.ac.in/exed](http://www.iima.ac.in/exed)).

## Discount

**Early Bird Discount:** Nominations received with payments on or before **July 31, 2017** will be entitled to an early bird discount of 7%. Early submission of fee and nomination does not however guarantee acceptance of the application.

**Group Discount:** Any organisation sponsoring 4 or more participants will be entitled to a discount of 7% on total fee payable provided that at least 4 participants actually attend the programme. Organisations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organisation sponsoring 25 or more participants across all the programmes in one academic year will be entitled to an overall discount of 15% on the programme fee payable.

The above discounts will be applicable only when the requisite numbers of participants actually attend the programmes.



## Alumni Association

Participants who are attending short-duration Executive Education Programmes for the first time, on or after April 1, 2012, will have to attend for a total of 21 days in one or more programmes in order to be eligible for alumni status and alumni identity card, both of which will be awarded on the payment of a one-time alumni fee of INR 10,000.

## Indian Institute of Management Ahmedabad (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting and research facilities in management.

### Major Programmes Offered by IIMA

- Two-Year Post-Graduate Programme in Management (equivalent to MBA)
- Two-Year Post-Graduate Programme in Food and Agribusiness Management (equivalent to MBA)
- Fellow Programme in Management (equivalent to Ph.D.)
- One-year Post-Graduate Programme in Management for Executives
- Executive Education Programmes (EEP) for industry, business, agricultural and rural sectors, and public systems covering education, health, transport and population
- Faculty Development Programme for teachers in universities and colleges
- Two-Year Online Post-Graduate Programme in Management (ePGP)

The Institute has about 95 faculty members working in the following management areas and centres:

### Disciplinary Areas and Groups

- Business Policy
- Communications
- Economics
- Finance and Accounting
- Human Resource Management
- Information Systems
- Marketing
- Organisational Behaviour
- Production and Quantitative Methods
- Public Systems Group

### Interdisciplinary Centres

- Centre for Gender Equity, Diversity and Inclusivity
- Centre for Innovation, Incubation and Entrepreneurship
- Centre for Infrastructure Policy and Regulation
- Centre for Management in Agriculture
- Centre for Management of Health Services
- Centre for Retailing
- IIMA-Idea Telecom Centre of Excellence
- India Gold Policy Centre
- Insurance Research Centre
- Ravi J. Matthai Centre for Educational Innovation



**Kasturbhai Lalbhai Management Development Centre (KLMDC)** located on the IIMA main campus and the **International Management Development Centre (IMDC)** located on the new campus, provide an academic and learning environment for participants of the Executive Education Programmes. All rooms at KLMDC and IMDC are air-conditioned and have internet connectivity. They have separate dining halls, a reading lounge, classrooms and auditorium (with audio-visual and computer projection facilities), syndicate rooms and computer lab. The campus is Wi-Fi enabled. Recreation facilities exist for indoor and outdoor games (badminton, basketball, billiards, carrom, chess, cricket, football, squash, TT and volleyball). Participants can also take advantage of the Institute's library.



कार्यकारी शिक्षा  
भारतीय प्रबंध संस्थान अहमदाबाद

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