



**NITTTR
BHOPAL**

PMGS-1/2024-2025

Commercial Aspects of Logistics and Supply-Chain Management

24-06-2024 to 28-06-2024

NITTTR Bhopal

<https://erp.nittrbpl.ac.in/poc2024/?id=regPMGS-1>



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Rationale

In India, the logistic sector is a very predominant sector that accounts for around 14 % of India's GDP as against 8 % in developed countries. Therefore, there is an immediate need to improve the operations of this sector. Today, supply chains exist for every product and service that we consume, directly or indirectly. Operations and supply chain management becomes a focused area for any businesses so that products and services are delivered effectively and efficiently. Operations and supply chain management can make or break a business, finding the efficiency to improve margins and the competitive advantage to generate profits.

This program is designed to equip participants with the knowledge, skills, and tools necessary to navigate the complex and dynamic landscape of commercial logistics and supply chain and provides exposure to the critical elements involved in managing logistics and supply chain operations within a commercial context.

Programme Outcomes

- Explain the importance of PM Gati Shakti initiative in logistics and supply chain.
- Comprehend the concepts, principles, and components of logistics and supply chain management within a commercial context.
- Develop the ability to align strategically logistics and supply chain operations with broader business goals and objectives.
- evaluate various options, assess risks, and make informed decisions to optimize resources in logistics and supply chain operations
- Apply relevant logistics and supply chain management concepts and techniques to develop effective solutions.

Programme Content

Concept of logistics and supply chain management, logistics strategy and planning, procurement and supplier management, distribution strategies and channel management, performance measurement and continuous improvement

Target Group

Faculty of all disciplines

Coordinator & Co-Faculty

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Expert



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