



NITIE, Mumbai

*Online*  
**Management Development  
Programme**  
*on*  
***Manufacturing Strategy***  
(Programme code - 1 21 4 12)  
***(February 22-26, 2021)***

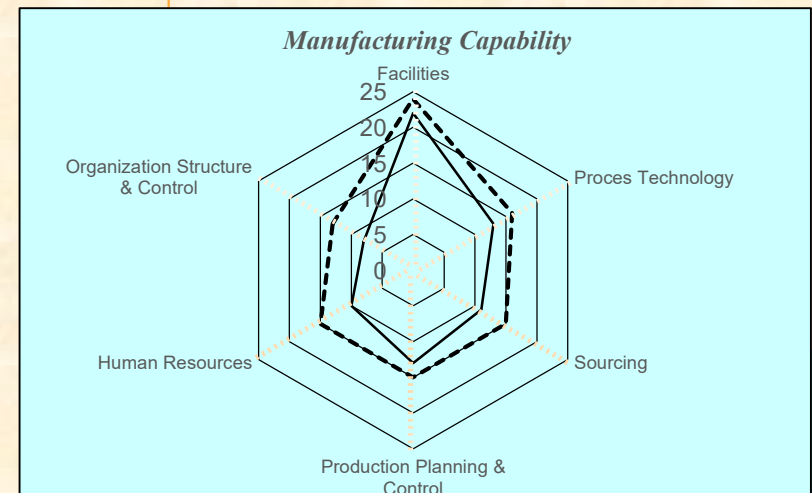


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## About the Programme

- ✓ Manufacturing strategy allows creating cohesive unidirectional efforts to ease the competitive pressure. The programme shall discuss how to create cohesive efforts to achieve the maximum performance.
- ✓ Manufacturing management is all about decisions that are short term as well as long term. The programme shall discuss long-term decisions that are strategic in nature and are very costly, time-consuming, and difficult to revoke.
- ✓ The programme shall deliberate on impact of different customer requirements on the manufacturing performance and the necessary actions required.
- ✓ The programme shall highlight the strategic understanding of manufacturing from its first principle for better decision-making process from the organization as well as from the supply chain perspective.





## Coverage

Case study-based learning methodology. The manufacturing case examples from the HBR will be discussed to highlight the strategic decision-making process. The course shall discuss:

1

Manufacturing systems and their characteristics

4

Compatibility of manufacturing decisions

2

Elements of manufacturing strategy

5

Manufacturing capability analysis

3

The process of manufacturing strategy

6

HBR Case Studies.

## Objectives of the Program

To discuss and illustrate strategic approach to management of manufacturing decisions based on real-life cases to enhance overall business competitiveness.

### The specific objectives include:

- Step by step, a clear understanding of manufacturing system.
- Better understanding of manufacturing decisions for competitiveness.
- Recognize - Competitiveness based on manufacturing function.
- To maximize the manufacturing performance.

**Course Coverage:** 15 Hours (3 Hrs per Day)

**Time:** 4.00 pm to 7.00 pm (February 22-26, 2021)

**Mode of Delivery:** Online (Link shall be shared)

**# Certificates** will be provided

**Registration Fees:** ₹ 9,027 (including GST @18 %)

**[Course Registration Link:](#)** (Programme code - 1 21 4 12)

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## Target Executives

This program is most suitable for decision-makers such as middle to senior level managers responsible for enhancing the visibility of manufacturing and making it more and more competitive. Industry executives like General Managers, Plant Managers, SBU Heads, Team Leaders, Manufacturing Engineers, and Supervisors from manufacturing industries can attend the programme.

