

MBA

**E-COMMERCE, LOGISTICS AND
SUPPLY CHAIN MANAGEMENT**



MBA ESG

Leading French Business School MBA ESG is ranked among the top 20 in Europe and among the top 4 in Paris. Thanks to its incredible lineage, that spans over 30 years, MBA ESG has produced some of the most talented business professionals in the world.

The primary aim of MBA ESG is to transform students into job-ready professionals who are able to adapt to the ever-changing environment of the business world. Through its many professional contacts, projects, theses, and conferences, MBA ESG connects students to corporates during their time at the school.

Why MBA in E-commerce, logistics and supply chain management?

Development and advancement of ICT [Information and communication technologies] has dramatically transformed the way organizations use logistics and supply chain operations for gaining a competitive advantage. These changes have been pushing the e-commerce platforms to find their right mix of product, price, audience and delivery time with the use of innovative emerging technologies further transforming their business strategies with effective supply chain and logistics management solutions.

All e-commerce platforms today whether working at a global scale or local are in need of an efficient and reliable solution(s) in their logistics chain that

- helps them to develop global/ glocal/ local sales network
- aids in structuring of logistics infrastructure to support efficient order fulfilment
- provides the organizations with data and information of activities – helps in data analyses to form better strategies
- offer production and sales analytics to solve difficult and recurring problems
- entire channels which are more relevant to their processes and improve effectiveness of their platforms

Why MBA ESG For E-commerce, logistics and supply chain management?

Our programme is designed, developed and organized in close collaboration with the industry.

- Multidisciplinary program covering a very broad spectrum of tools, techniques, knowledge and skills applied to e-commerce platforms, logistic operations and supply chain management.
- Courseware vetted by the French industry experts and delivered by a mix of French and Indian industry professionals.
- Two-week study trip to Paris including classes with MBA ESG students and a packed itinerary to experience French e-commerce setups, their operations and supply chain management.
- Certificate from MBA ESG, Paris, and MBA degree from Ajeenkya DY Patil University.





Go Further with the **Practical** MBA

What will you learn?

You will learn to:

- Manage the flow of raw materials and products necessary for the operation of an organization.
- Select freight transport solutions and suppliers that meet the challenges of the organization.
- Carry out the audit and management of the logistics function of an organization.
- Implement a quality approach within the framework of risk management.
- Manage, analyse and strategies for e-commerce platform for marketing and management solutions.
- Plan, manage and execute content with respect to e-commerce platform and products offered.

LIFE SKILLS:

Learn to plan ahead and take action

- Self management or how to manage yourself
- Become a responsible manager and citizen
- Working with diverse peers and mentors learning behavioural soft skills
- Managing others, managing differences and working with small to big teams

Curriculum Overview

- Data Mining and Data Warehousing,
- Productivity & Quality Management,
- Network Design,
- Procurement and Storage Management
- Inventory Management and Material requirement planning
- Distribution Network in Supply Chain
- Fundamentals of Logistics & Supply Chain Management,
- Containerization & Multiple Transport, and more..

Job Prospects:

Logistics and supply chain roles

- Warehouse Operations Executive,
- Transportation Executive,
- Purchase Executive,
- Master Production Scheduler,
- Fulfilment Executive,
- Supply Chain Executive/ Analyst,
- Inventory/Materials Planner,
- Logistics Coordinator,
- Shipping Coordinator, etc.

E-commerce roles:

- Web developers,
- Business Analysts,
- E-commerce Project Managers,
- E-commerce SEO content writer,
- E-commerce virtual assistant,
- PPC Expert/ PPC Manager,
- E-commerce product manager, etc.

Campus Location:

MBA ESG India

Ajeenkya DY Patil University

DY Patil Knowledge City Road Via Lohgaon,

Airport Rd, Charholi Budruk, Pune,

Maharashtra 412105

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