

Management Development Programme



A Spreadsheet and Statistical approach for Business Analysis and Optimization

October 30 – November 01, 2017

MDI Campus, Gurugram



MDI
GURGAON

Management
Development
Institute

Background

This is a training programme designed specifically in three customized modules dedicated to the growing needs of spreadsheet workings and statistical software, business optimization for better resources utilization, and cost tradeoffs while making important management decisions. The programme is vital for all industry executives from senior management to middle level executives involved in business decision making. The programme would include small business cases methods of practicing data analysis which enables reasoned decision making.

The executive decision making is either adhoc or primarily based on intuition. This method of decision making is perfect when the impact of such decision is limited to few thousands of dollars. The managers involved in operations, procurement, supply chain, customer service, projects, etc need to take decisions which may have life time customer value and business impact varying worth few hundred thousands of dollars to millions of dollars. Decisions backed with reasoning are recommended for an improved profitability and bottom line impact.

The cheaper memory availability has resulted in fast growing data, but the decision making has still been only on papers. The managers remain dependent for their spreadsheet needs either on their reporting employees or a third party consultant. A third party consultant charges significant amount of money for basic data analysis, whereas several decisions are just a simple cross tabulation away. We have experienced executives wasting time on huge data entries, simple analysis, and sheet formatting, which can probably be a one click job.

We strongly recommend all management executive from senior management to middle level to undergo these three modules of training and enhance their analysis capabilities. The outcome of this training would help managers significantly improving operational efficiency and directly impacting the bottom line of the organization.

Objectives

The training programme is designed and developed to enhance the current capabilities of official associated in day to day operations, and decision making using spreadsheet, statistical software packages, and developing a number sense. The programme provides an excellent opportunity to learn:

- Basics of spreadsheet workings and sensing numbers
- Business optimization and customized industry applications
- Fundamentals of statistical concepts for business
- Cost benefit analysis before making decisions
- Solver for optimization in MS excel
- Initiate using statistical packages and breaking the iceberg
- Value of a decision over its life (Concept of Total Cost of Ownership)
- Industry practices used by competitors and partners in the industry
- Network with the similar and cross functional industry professionals
- Appreciating efficient utilization of organization's resources
- Enhance the existing analytical and decision making capabilities

Contents

1. Module - 1

This module helps an executive develop basic understanding and practice of numbers, MS Excel Formulas, MS Excel Feature, readily available Excel Data Analysis Tool Pak, sheets formatting and professional reports generation, MS excel sheet automation.

- a. Introduction to Fundamentals of Spreadsheet (MS Excel)
- b. Introduction to Data Analysis using MS Excel (Data Analysis Tool Pack)
- c. Fundamentals of Statistics and Business Applications using SPSS/ R Software

2. Module - 2

This module enables executives to optimize (maximize contribution to profit, and minimize cost and time) and appreciate efficient utilization of resources viz: money, machine hours, man hours, scarce material. Supplier business award, transportation and manpower scheduling, maximization of advertising exposure, capacity and distribution planning are quick examples of business optimization. The 20th century is witnessed that the organizations using tools of optimization have grown multi-folds.

- a. Introduction to Business Optimization Techniques
- b. Practicing Optimization using MS Excel (Premium Solver as an Optimization)
- c. Industry Application of Optimization (Optimization Software)

3. Module - 3

This module is designed to enhance the decision making of executives such that they can substantiate their decisions with appropriate business reasoning. Almost every decision involves a cost benefit tradeoff, and the executives must appreciate that the life of impact of their decision is not limited to their appraisal cycle, but much larger. Manager's decisions should not only account the multiple intangible benefits for the organization, but also the hidden costs associated with the decisions over its life.

- a. Cost Benefit Analysis
- b. Total Cost/Value of Ownership
- c. Savings Opportunity Analysis

For Whom

This is a management training programme for senior managers to middle level managers, and regulators who are involved in (but not limited to) operations, supply chain, projects, procurement, financial analysis, marketing analytics, and customer service decision making.

Pedagogy

- In the class training
- Videos
- Exercises using statistical packages
- Small business exercises using spreadsheet (MS Excel)
- Business case interaction
- Hands on exercises
- Interaction with industry experts*

Faculty

Regular MDI faculty. *Few industry experts may be invited as the need arises.

Venue And Duration

The programme is scheduled during October 30 – November 01, 2017 on residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of October 29, 2017 to the forenoon of November 02, 2017.

Discount Policy

With a view to our long term relationship with your esteemed organization, we are pleased to introduce the discount policy in a particular programme. The discount will be observed in the following conditions:

1. 10% Discount against 3-5 nominations
2. 20% Discount against more than 5 nominations

Registration & Fees

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is **Rs. 36,000/- (Rupees Thirty Six Thousand only)** per participant which includes professional fee and all charges for lodging and boarding and supply of course materials. **GST as applicable will be charged extra in addition to the programme fee.** Payment should be made by a crossed Demand Draft/Cheque/NEFT/RTGS in favour of "Management Development Institute, Gurugram (Haryana)", and send to the Chief Administrative Officer (Programmes), Management Development Institute, Sukhrali, Mehrauli Road, Sector-17, Gurugram 122001, Haryana, INDIA.

Important Dates

The last date for receipt of nominations is October 16, 2017. The last date for withdrawal of nominations is October 18, 2017. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

Enquiry

For any Additional information / enquiry, please write to:

Chief Administrative Officer (Programmes),
Management Development Institute,

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Faculty Profile

Prof. Narain Gupta

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Prof. (Dr.) Narain Gupta is a distinguished faculty of Operations Management area at Management Development Institute, Gurugram since August 2012. He received his Doctoral Degree FPM (Fellow Programme in Management) from Department of Production and Quantitative Methods of Indian Institute of Management, Ahmedabad, India in year March 2008. He obtained Master of Technology from Department of Industrial Engineering and Management of Indian Institute of Technology, Kharagpur, India in year 2003. He completed engineering from Department of Mining Engineering of CTAE, Udaipur, India.

He has been a Gold Medalist throughout his education. He accredited multiple meritorious awards for the First Rank in Engineering in the State of Rajasthan. He has a US Copyright for an Optimization based Decision Support System. His company Global eProcure obtained a US Patent on his name for one algorithm developed by him for Auto-Classification of Spend-Data Visibility. He has five years of rich corporate experience of people management, driving multiple initiatives towards studying and improving process efficiency. He started his corporate career as a senior consultant from a procurement consulting company headquartered in USA. He worked on multiple international consulting assignments for Kelloggs, Starwood Hotels, etc in the area of Strategic Sourcing and Spend Analytics. Later, he joined A P Moller Maersk, the largest logistics and shipping company in the world, headquartered at Denmark. He joined the procurement offshore centre of Maersk Procurement as a Senior Business Analyst. Basis his innovative ideas on managing the offshore centre and procurement services he gained three promotions in a duration of 2 years. During his stint at Maersk, he led multiple initiatives to improve the existing processes to enhance customer satisfaction. He guided an employee on a GREEN BELT project to accomplish significant reduction in turnaround time to stakeholders, and improving the customer satisfaction score. He was heading six different teams with 20 analysts in Procurement Analytics including Market Research, Spend Management, Presentations, Computer Systems, Contracts, and Data Analytics.

He has travelled to multiple countries including USA, Denmark, China, UAE, Singapore, Austria, Slovenia, and Hungary etc. for teaching, training, consulting, and conference presentations. He has taught at Indian Institute of Management, Ahmedabad; SP Jain, Dubai; IIMM, Pune; and MDI, Gurugram. He has taught courses on Operations Research and Quantitative Methods, Operations Management, Six Sigma Quality Control, etc. He teaches Business Statistics, Decision Sciences, and Services Operations Management at MDI, Gurugram. He has taught business analytics in Indian business schools and abroad.

He has conducted training programmes for IOCL, and DRDO organizations on general management. He has been imparting training sessions to different organizations including IOCL, DRDO, BEL, Powergrid, etc. The training offered by him includes Competitive Benchmarking, Problem Solving Tools and Techniques, Supply Chain Management, Process Optimization, Operations Management and Inventory Control.

He has published in A category national and international journals and his business cases are in publication process at Ivey. He has presented his research in international conferences. His research expertise are Strategic Integrated Supply Chain Planning, Decision Support System, Mathematical Modeling, Process Optimization, Procurement Analytics, Strategic Sourcing, etc. His extended research interests are Revenue Optimization, Project Management, Services Operations Management, Etc.

Prof. Amit Kumar Gupta

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Prof. (Dr.) Amit Kumar Gupta is an Assistant professor of Operations Management area at Management Development Institute. He has received his doctoral degree (Ph D) (Industrial and Management Engineering) and Masters Degree (M.Tech) (Industrial and Management Engineering) from Indian Institute of Technology, Kanpur. He has obtained his B.Tech. (Honours) in Mechanical Engineering from National Institute of Technology, Kurukshetra (Formerly REC).

He, during his M. Tech and PhD at IIT Kanpur, handled few projects either independently or with the help of his supervisor. Project on "location and allocation of fire station in the district of UP" a project of UP fire department was successfully completed by him. He was then felicitated with a memento and cash award by IFE (UP) during conference held in Lucknow organized by IFEIndia, UP chapter for successful completion of project.

He has also worked in industries, Nuclear power Corporation of India Ltd., a central Govt. entity for four years. He was groomed across different activity of company, i.e., Planning, Operations and Maintenance, and handling new projects (commissioning).

He has published and presented papers in Peer-reviewed journals and conferences. He has received best paper award in HR and Management area in an international conference held in India. He has also taken MDP training programs for L&T, SPCL, AFCONS and BEL.



About MDI

The Management Development Institute (MDI) was established in 1973 with the active support of IFCI following an initial grant received from KFW West Germany. The Institute soon established itself as one of the earliest centers for continuing education in India.

As an endorsement of its front runner position in the field of Post Graduate Education in Management in India, MDI's PGPM (a two-year full time MBA equivalent program) has been awarded "A" Grade by the National Board of Accreditation of All India Council for Technical Education (AICTE). Various surveys have ranked MDI among the top B-schools of the Country. The MDI is the first Indian B-school with Global accreditation AMBA-Association of MBAs, UK. The education programs comprise of two-year full-time PGPM, PGP- HR, PGP-IM, 15-month Executive PGDBM, three-year Executive Management Program, Doctoral level FPM I EFPM, Post Graduate Program in Energy Management, and PG Diploma in Public Policy and Management. In addition to its academic programs, MDI has been a pioneer as well as a market leader in the area of continuing education in management. With over 43 years in this field, MDI conducts nearly 200 weeks of intensive short-term training programs each year, aimed at executives and managers from industry. Over 3000 managers participate in these programs each year. These include open programs, as well as customized organization specific training modules. The approach integrates latest knowledge with best practices through integrated business school activities enabling organizations in pursuit of excellence'.

MDI offers consulting services in the different functional areas of management. The driving force at MDI is a dedicated team of distinguished faculty who has extensive experience and expertise in diverse fields. Over the years, there has been distinctive shift in emphasis from helping design and implement policies, systems and processes in functional domains to cross-functional domains. The institute is recognized by the industry (public and private), Central and State governments, and NGOs and is known for providing quality services to its clients. MDI always strives to provide high quality, cost-effective and timely services to the clients. It has remained contemporary through its primary focus on research, adapting to change and developing innovative strategies to facilitate the process of change in the dynamic business environment. The institute's clients say that it has been able to add value to them by bringing in a strong cross-functional emphasis in their approach to carry out business.

As part of its strong research focus, MDI supports the following research initiatives:

- Centre for Supply Chain Management
- Centre for Excellence in Information Management
- Centre for Entrepreneurship
- Centre for Transformational Leadership
- Centre for Corporate Governance
- Centre for Responsible Business
- Centre for Positive Scholarship

MDI maintains high level of academic excellence in management. It has over 80 full-time faculties who have several years of

experience having worked at senior positions in the industry. The faculty is thus able to deliver a healthy mix of practical insights and academic rigor in the classroom. MDI also has strong links with leading international B-schools. This aids in delivering a globalized management curriculum. As part of the global initiatives, student and faculty exchanges go on regularly. Joint research projects are also undertaken. Above all, MDI has a well developed state-of-the-art infrastructure, which includes a library with a collection of over 60,000 volumes, and online access to international journals, a computer center with over 500 PCs, air conditioned lecture halls and syndicate rooms, besides a host of other recreational facilities.

MDI's International Partners

MDI has active linkages with McGill University Canada, University of Waterloo, Waterloo, School of Public Policy, George Mason University USA, University of Connecticut, USA, Cambridge College, Massachusetts, USA, DeGroote School of Business, McMaster University Canada, Robert H. Smith School of Business, University of Maryland, USA, Marquette University Wisconsin, USA, Bentley College, USA, The University of North Carolina, Kenan-Flagler Business School, Chapel Hill, USA, North Carolina State University Raleigh, North Carolina, USA, ESCP-EAP, France, EOHEC Business School, France, The Institute d'Etudes Politiques de Paris (Sciences-Po), IAE Aix-en Provence, France, Total Professors Association (TPA), Paris, Grenoble Ecole de Management, Grenoble, Bergische Universität Wuppertal, Wuppertal, HHL Leipzig Graduate School of Management, Leipzig, International University in Germany, Bruchsal, European Business School - Oestrich-Winkel, Frankfurt School of Finance & Management, Frankfurt, Vienna University of Eco. & Business Administration, Austria, Copenhagen Business School, Denmark, Aarhus School of Business, Denmark, Solvay Business School, Brussels, The Faculty of Applied Economics, University of Antwerp, Belgium, BI Norwegian School of Management, Norway, Unlversua Carlo Cattaneo. (LIUC), Italy, Bocconi University Milano, Warsaw School of Economics. Poland, Graduate School of Business Economics, Higher School of International Commerce and Finance (WSHiFM), Warsaw, Middlesex University London, UK, School of Management, Asian Institute of Technology, Thailand, Queensland University of Technology Brisbane, University of the Free State, Bloemfontein, University of Otago, Dunedin, Leon Recanati Graduate School of Business Administration, LAHAV Executive Education Centre, Faculty of Management, Tel-Aviv University, Tel-Aviv, Israel, University of Tampere, Finland, Lahore University of Management Sciences (WMS), Pakistan, RSM Erasmus University Rotterdam, Athens University of Economics and Business, Athens, Moscow International Higher Business School "MIRBIS", Moscow, Huazhong University of Science and Technology (RUST), School of Management, China. These linkages operate in the domains of exchange of students, faculty and knowledge. Some executive education programs are co-designed and delivered along with our partners. MDI now has developed a new niche market for foreign institutions in conducting international executive development programs at MDI campus.



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