

# Management Development Programme



## Introduction to SPSS and Statistical Reasoning

October 23-25, 2017  
MDI Campus, Gurugram



**MDI**  
GURGAON

Management  
Development  
Institute

## Background

The subject of statistics plays a major role in modern society. It's used to determine whether a new drug is effective in treating cancer. It's involved when agricultural inspectors check the safety of the food supply. It's used in every opinion poll and survey. In business, it's used for market research. Sports statistics are part of daily conversation for millions of people. Indeed, you'll be hard-pressed to think of a topic that is not linked in some way to statistics. It is not only important to have relevant data but also requires basic knowledge to understand what data speak. Real life is often surrounded by numerous data and playing with these data manually to understand its information is a tedious process. Application of statistical software makes this job easy.

Generally 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 statistics and reasoning are recommended for an improved profitability and bottom line impact.

This training programme is design to enable the participant to understand the use of such statistical software and the reasoning of statistics so involved. This is a training programme designed specifically in customized modules dedicated to the growing needs of use of Statistical software and statistical reasoning for making important management decisions.

## 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 statistical software packages, and developing a number sense. The programme provides an excellent opportunity to learn:

- Fundamentals of statistical concepts for business
- Initiate using statistical packages and breaking the iceberg
- Industry practices used by competitors and partners in the industry
- Enhance the existing analytical and decision making capabilities
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## Contents

1. Introduction to basic statistics
2. Introduction to SPSS
3. Preparation of Data file, Data screening and Transformation.
4. Descriptive Statistics and its reasoning
5. Important statistical tests: Reasoning using software
6. Application of important test in decision making
7. Network with the similar and cross functional industry professionals
8. Appreciating efficient utilization of organization's resources

## 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 23-25, 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 22, 2017 to the forenoon of October 26, 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 09, 2017. The last date for withdrawal of nominations is October 12, 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,

Post Box No. 60, MDI Campus, Mehrauli Road, Sector – 17, Gurugram – 122 007, Haryana, INDIA

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## Campus

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## Faculty Profile

**Prof. Amit Kumar Gupta**

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**email: amitgupta@mdi.ac.in**

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 Universitat 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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