

**Management Development Programme**

**on**

**“Effective Decision Making Using  
Advanced Excel”**

**August 01–02, 2019**



**Program Director: Prof. Himanshu Joshi**



**International Management Institute  
New Delhi**

## **INTRODUCTION**

In today's competitive business environment, managers face the challenge to make timely decisions. With proliferation of technology in all business functions, the ability to effectively use IT tools for taking data driven decision for improving sales, revenue and profitability is crucial.

Excel is the most frequently used tool by managers to handle data efficiently. Users claim to know excel but majority use it a data storage tool. Most of the business problems encountered in the area of Marketing, Finance, Human Resources and Operations can be dealt using excel.

The program aims to give the participants basic and advanced spreadsheet concepts and applications and focuses on data modeling using Microsoft Excel. The program covers decision making scenarios from various functional domains like marketing, finance, human resources and operations.

## **OBJECTIVES**

- To develop an ability to approach a decision making problem in a logical manner.
- To improve decision ability of managers through analysis of real life situational data across different functional domains.
- To provide hands-on working knowledge of excel and its advanced features.

## **CONTENTS**

- Overview of capabilities of excel
- Performing calculations
- Using formulas and functions
- Data Summarization, Ordering and Filtering
- Importing data from multiple sources and consolidation
- Finding Hidden Patterns and Relationships in Data
- Creating dynamic tables using pivot tables
- Creating dynamic charts and dashboards
- Building Excel Models for managing Marketing, Financial and Operations Data
- MS Excel for Business Forecasting
- Using Excel for Optimizing Resources
- Sensitivity Analysis
- Introduction to MS Excel PowerPivot
- Automating repetitive tasks using macros

- Collaborating with other users – sharing, protecting and authenticating workbooks.

## **METHODOLOGY**

This is a 100 percent hands-on program. The instructor will supplement practical sessions with interactive discussions and Q&A.

## **DELIVERABLES**

After the completion of the program, participants will:

- Master the advance features of excel.
- Develop the ability to formulate problem and develop decision support system models.
- Develop capability to make best use of the tool for handling data.

## **WHO SHOULD ATTEND?**

Analysts, decision makers and managers who would like to improve their ability to take decisions using excel.

Top and Middle Level Managers working in various business functions (Finance, Marketing, Operations, Information Technology, Human Resources etc.) from public and private sector or government organizations.

## **FACULTY AND RESOURCE PERSONS**

IMI faculty members and eminent resource persons will share expertise and experience in various sessions.

## **PROGRAM DIRECTOR**

**Prof. Himanshu Joshi** is an Associate Professor and the Area Chair for Information Management at International Management Institute, New Delhi, India. He has over 19 years of experience in Information Technology domain, with 6 initial years in core technology development followed by 13+ years in the area of IT and Management education with prior employment in organizations like United Nations Development Programme (UNDP) & UNAIDS. An avid researcher, Himanshu has several research papers published in referred national and international journals to his credit. Other than that, he periodically writes book chapters and is a regular with articles in various business & management publications. Himanshu is also a reviewer to international journals and has done book reviews on Enterprise Resource Planning and Knowledge Management. He has keen research interest in the areas of Information Systems, Electronic Business, Enterprise Resource Planning, Analytics and Knowledge Management. He has conducted training session on Spreadsheet modelling and data analytics for ONGC, IOCL, Philip Carbon Black Limited (PCBL), Satluj Jal Vidyut Nigam (SJVN), Mittals Group, Canara Bank, Hindustan Zinc and Fab India. He also takes session on Information Systems, Electronic Commerce, Knowledge Management, Big Data and Analytics and Enterprise Systems. A graduate in Engineering, Himanshu is also a gold medallist from IMI, Delhi. He has done his doctorate in the area of Knowledge Management.

## **ADMINISTRATIVE DETAILS**

### **Dates:**

**August 01-02, 2019**

**Venue:**

International Management Institute  
B-10, Qutub Institutional Area  
New Delhi 110016

**FEE**

**Non-residential:** Rs. 18,000/- per participant (plus 18% GST as applicable) covering professional fee, program kit and lunch

**Residential:** Rs. 25,000/- per participant (plus 18% GST as applicable) covering professional fee, program kit and boarding/lodging (airconditioned single room) from noon of **July 31, 2019** till noon of **August 03, 2019** at IMI Campus.

**Group Discounts**

- 10% discount on fee amount is available in case an organization nominates 2 or more participants to the program.
- 20% discount on fee amount is available in case an organization nominates 4 or more participants to the program.

Fee is payable in advance by way of local cheque/DD in favor of **“International Management Institute”** payable at New Delhi or through direct electronic fund transfer to IMI Bank Account, as per following details:

Allahabad Bank Account Number: 50084979288  
MICR Code: 110010007, IFSC Code: ALLA0211083  
Pan No. AAAT10972K; GST No. AAAT10972KIZJ

Please mention the program name while making payment through electronic fund transfer.

**REGISTRATION**

The registration form duly filled in along with the program fee should reach us at least 7 days before the commencement date of the program. **In case of subsequent withdrawal or cancellation of registration no refund of fee will be allowed.** However, substitute(s) may be permitted with prior intimation.

**CERTIFICATE OF PARTICIPATION**

A certificate of successful participation by International Management Institute (IMI) will be issued to each delegate at the culmination of the program.

**ABOUT IMI**

International Management Institute (IMI) is India's first corporate sponsored Business School founded in 1981 with the original campus in New Delhi. The corporate sponsors included RPG Enterprises (lead sponsor), ITC, Nestle, Tata Chemicals, British Oxygen, SAIL, and Williamson Magor. It was set up in collaboration with the then IMI Geneva, now IMD Lausanne. Subsequently two other campuses were set up in Kolkata (2010) and Bhubaneswar (2011). In the last several years, IMI New Delhi has been consistently ranked in the top 10-15 Business Schools in the country and among the top 5 private Business Schools. It is accredited by the UK based Association of MBAs (AMBA), one of the top three international accreditation bodies for Business Schools globally.

IMI New Delhi has global linkages with leading schools in Europe, North America, and Asia. The Institute currently offers the PGDM, PGDM-HRM, PGDM-Banking & Financial Services, Executive PGDM and FPM (doctoral program). In addition, it has built a vibrant Executive Education vertical offering training to management professionals from the corporate world. The Institute has been empaneled by the Government of India to train participants from developing countries under the International Technical & Economic Corporation (ITEC) program of the Ministry of External Affairs.

IMI New Delhi puts a strong focus on high quality research by its faculty leading to publications in international peer reviewed academic journals. Its faculty have PhDs from top international and national universities/institutes, with many of them also having significant corporate experience.

***For registration/any other information, please contact:***

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