

Managerial Business & Decision Modeling

(Made easy using Microsoft® Excel)

INTRODUCTION

Making sound business decisions in a timely manner, with available data, using proven business tools/techniques and correct interpretations are the key skills for today's Business Managers and Entrepreneurs. Faced with large amounts of information available today, most Business Managers use modern tools (such as Microsoft® Excel spreadsheet program) to help them summarize, report, and analyze data in order to make accurate and better decisions. They also need to build analytical business models to help their company increase profits, reduce costs, or just to manage their operations more efficiently.

This training program covers those important MBA subjects and teaches the participants to use the **correct data analysis tools and proven business modeling techniques that could save them tens of hours** each week besides providing them with new improved approaches for analyzing **important business problems and opportunities**. The training approach is *hands-on, practical, teach-by-examples* with the focused emphasis on *“real-world” business scenarios* and examples. This program incorporates the use of modern business tools (such as MS Excel) to reduce those boring and tedious tasks (like calculating, graphing and searching of statistical tables) into just a few clicks of a button on the computer keyboard. In doing so, it allows participants to spend more time focusing on more value-added tasks such as interpreting the business results, optimizing opportunities and creating various business scenarios for those crucial business presentations. The participants wouldn't just learn about MS Excel formula but **learn those MBA-important subjects in a fairly painless fashion!** This training program is a must for modern managers and executives who need to acquire these essential business skills to survive and compete in today's competitive environment.

NOTE: Value-add **MS Excel working templates** will be given to participants after completion of this course. These working templates can save participants hundreds of hours in creating charts and building tables. With this valuable tool, participants can transfer all that is taught into their workplace immediately.

CONTENTS: (3 Days Program)

A). INTRODUCTION:

Taking advantage of MS Excel analysis & charting power:

- MS Excel Add-in, functions, charts, etc.
- Get new perspectives on data with pivot tables.
- Easy charting and tabling techniques for better decision making.
- Easy graphing for business presentations

B). MAKING BUSINESS OPERATIONS DECISIONS:

Analyze data and using decision modeling techniques to quickly:

- Calculate how long it would take to recoup a project's startup costs
- Determine which product mix will yield the greatest profits
- Create customer service queues with short wait times.
- Estimate the probabilities of equipment failure
- Model business uncertainties
- Using Solver to schedule your workforce

C). MAKING SALES & MARKETING DECISIONS

Analyze data and using decision modeling techniques to quickly:

- Create best, worst, and most-likely scenarios for sales
- Estimate a product's demand curve.
- Interpret the effects of price and advertising on sales
- Manage inventory and order quantities with precision

D). MAKING QUALITY IMPROVEMENTS DECISIONS

Analyze data and using decision modeling techniques to quickly:

- Understand basic statistics
- Summarize data with Descriptive Statistics
- Summarize data with Histogram
- Summarize data with Pareto diagram. Separating the “vital few” from “trivial many”.
- Summarize data with Scatter diagram
- Understand the fundamental of Hypothesis testing: Z-tests, t-tests
- Perform Analysis of Variance : 1-way ANOVA, 2-way ANOVA

E). MAKING PERSONAL FINANCIAL DECISIONS

Analyze data and using decision modeling techniques to quickly:

- Plan personal finances, such as computing loan terms or saving for retirement
- Create Sensitivity Analysis with Data Tables.

F). EXERCISES

- Real business exercises and case studies
- Business scenarios/simulations
- Individual and group discussions

Course Prerequisites:

Participants : In order to achieve the accelerated learning objectives of this course, it is necessary that participants have some basic Microsoft ® Excel spreadsheet skills such as using formula, work with cell references, edit graphs, etc.

Class Setup : Computers preloaded with MS Excel 2000 (and above) licensed software for participants to work on must be made available.

OBJECTIVES

At the end of the program, participants will be able to:

- Better understand real business decision-making techniques by analyzing data using MBA-proven methods in the areas of Business Statistics, Quality Improvements, Operation Management, Sales & Marketing, and Finance.
- Better utilize MS Excel to quickly and easily compute data, present charts/tables, describe information and interpret results.
- Learn to solve real work business problems in a fast pace and painless manner.
- Be able to test and make better business and personal decisions for bottom-line results.
- Learn new techniques in building business scenarios fast.

WHO SHOULD ATTEND:

- Business Managers, Entrepreneurs, Executives and Engineers.

ADMINISTRATIVE DETAILS

Duration : 3 days

Time : 9.00am – 5.00pm

Venue : In-house training program

Language Medium: English

TRAINER:

Nelson Kok is a graduate from the Universiti Sains Malaysia, and holds a Master in Business Administration and B.Sc (Hons) degree in Physics. He has more than 19 years of work experience, working with both multinational companies such as AT&T Consumer Products Pte Ltd, Corner Peripherals Sdn Bhd, Read-Rite (M) Sdn Bhd, and as well as local companies such as Globetronics Technology Berhad, Amquest Sdn Bhd and GGN Solutions Sdn Bhd. He is currently an entrepreneur running his own business and also an external consultant to various training providers.

He started his career as a Production Supervisor, Production Manager, HRD/Training Manager, TQM Manager and IT Manager. In the last 5 years, he held the position of General Manager in an Information and Communication Technology (ICT) company where he gained Internet Technology (IT) skills and entrepreneurial experience. Throughout his career, he was a certified trainer for many management, quality and productivity programs such as *5S Good Housekeeping, SPC, QCC, Quality Improvements using 7QC Tools, 7 Steps Problem Solving, QIT, TQM, MRPII, ERP, Team Building Program, Effective Meetings Workshop, Effective Supervisory Skills, Problem Solving & Decision Making, Effective Time Management, Motivation At Work, Frontline Leadership Program, and 7 Habits of Highly Effective People*. He has also conducted many quality audits and was directly involved in company's ISO 9002 and Quality Management Excellence Award (QMEA) certifications. He is currently involved in research, development and marketing of Internet Control Solutions and software packages. Nelson's area of specialization is in helping organizations to achieve higher productivity using proven Management, Quality and IT tools and techniques.