

Managerial Business & Decision Modeling

(Made easy using Microsoft® Excel)

INTRODUCTION

“ For decades businesses have been using those MBA-taught methods to make decisions. This course revolutionized the teaching of those proven data-analysis & business quantitative modeling techniques by integrating the use of MS Excel as a business tool for analysis, interpretation and presentation of sound business decisions - - simple and fast ! ”

Making sound business quantitative 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 simplify the tasks of analysis (e.g. calculating, graphing and searching of statistical tables). 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 important business 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 valuable working templates save participants hundreds of hours in creating charts and building business scenarios for management reports so that the participants can immediately transfer what they have learned in the training back into their workplace.

COURSE CONTENTS: (2 Days Program)

A). INTRODUCTION:

- Role of Management Science in today's business.
- Why use MS Excel in business quantitative analysis?
- 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 FINANCIAL DECISIONS:

Analyze data and using decision modeling techniques to quickly:

- Calculate PV, FV, PMT values.
- Determine project's NPV, IRR.
- Calculate how long it would take to recoup a project's startup costs.
- Working Capital & Capital Budgeting management.

- Model business uncertainties

C). MAKING BUSINESS OPERATIONS DECISIONS:

Analyze data and using decision modeling techniques to quickly:

- Determine which product mix will yield the greatest profits
- Determine optimal workforce scheduling to minimize cost.
- Make “Buy or Sell” Decisions
- Solve Transportation & Distribution Problems
- Determine inventory policy

D). MAKING SALES & MARKETING DECISIONS

Analyze data and using decision modeling techniques to quickly:

- Optimize Sales results.
- Create best, worst, and most-likely scenarios for sales
- Estimate a product’s demand curve.
- Interpret the effects of price and advertising on sales

E). MAKING QUALITY IMPROVEMENTS DECISIONS

Analyze data and using decision modeling techniques to quickly:

- Perform business statistics analysis.
- Summarize data with Descriptive Statistics
- Prioritizing action plans with Pareto diagram. Separating the “vital fews” from “trivial many”.
- Analyzing data with Histogram to gauge acceptance & reject percentage
- Perform fundamental of Hypothesis testing: Z-tests, t-tests, 1-way ANOVA, 2-ways ANOVA
- Using X-mR control chart to gauge & control operational performance

F). EXERCISES

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

COURSE OBJECTIVES

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

- Understand real business quantitative decision-making using proven techniques in the areas of Finance, Operation Management, Sales & Marketing, Business Statistics, and Quality Management.
- Utilize MS Excel to analyze data accurately, present charts/tables, describe information and interpret results in a fast pace manner.
- Learn to solve real work business problems in an efficient and painless manner.
- Test and make better business and personal decisions for bottom-line results.
- Learn new techniques to better describe and manage business performances.
- Build business scenarios fast.

WHO SHOULD ATTEND:

- Entrepreneurs, Business/Operation Managers, Senior Executives and Engineers.

ADMINISTRATIVE DETAILS

Duration : 2 days
 Time : 9.00am – 5.00pm
 Venue : In-house training program

Language Medium: English

NOTE:

Pre-requisite : Participants must have 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) software for participants to hands-on. It is encouraged that participants bring along their own laptop computers.

WHO IS THE TRAINER?:

Nelson Kok is a graduate from the Universiti Sains Malaysia, and holds a Master in Business Administration (MBA) and a B.Sc (Hons) degree in Physics. He has more than 24 years of work experiences, of which 17 years are in Training & Development related field, working with both multinational companies such as AT&T Consumer Products Pte Ltd, Corner Peripherals Sdn Bhd, Read-Rite (M) Sdn Bhd, and local companies such as Globetronics Technology Berhad, Amquest Sdn Bhd and GGN Solutions.

He now served as an associate consultant and a freelance corporate trainer to several training providers in Malaysia, China, Singapore & Sudan Africa. He has conducted many training programs for both multinational and local companies. He also served as a lecturer for several higher learning institutes such as Open University Malaysia (OUM), Society of Business Practitioners, UK (SBP), International Centre for Quality, Sudan. Throughout his career, he was a certified trainer for many management, quality and productivity programs such as *Performance Management System (PMS)*, *Managerial Decisions & Business Modeling*, *Managerial Statistics*, *Effective Leadership Skills*, *Train-The-Trainer*, *Total Quality Management (TQM)*, *Statistical Process Control (SPC)*, *Quality Control Circles (QCC)*, *Quality Improvements using 7QC Tools*, *7 Steps Problem Solving*, *5S Good Housekeeping*, *QIT*, *MRPII*, *ERP*, *Team Building Program*, *Effective Meetings Workshop*, *Effective Supervisory Skills*, *Communication and Leadership 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 9001 and Quality Management Excellence Award (QMEA) certifications. Nelson's area of specialization is in helping organizations to achieve higher effectiveness and productivity using proven Management, Quality and IT tools and techniques.