



Institute of Rural Management Anand

Analytics for Managers Using Microsoft Excel

October 21-22, 2021

Programme Co-ordinators:

Prof. Prashant Premkumar Nair & Prof. Jimut Bahan Chakrabarty

About the Programme

Microsoft Excel is widely used in industry and is an inevitable part of office software. It has a lot of features which can be used by executives working in middle or senior position irrespective of the functional areas.

Objectives

To equip managers with tools and techniques that will enable them to take quick, informed and appropriate decisions on day-to-day managerial problems.

Benefits of the Programme

With more and more data getting generated on a daily basis, there is a lot of scope for analytics. While a lot of information can be churned out from such data, Microsoft Excel as a software is always underutilized. A Manager's ability to understand, analyze and present the data in a visually appealing way and then take decision based on insights thus generated needs an in-depth understanding of Microsoft Excel. This programme has been designed keeping this in mind.

Contents

- ◆ Microsoft Excel Basics
- ◆ Charts and Mini Charts
- ◆ Conditional Formatting of Data
- ◆ Logical Functions
- ◆ Text Formulas
- ◆ 3 Dimensional Formulas

- ◆ Lookups (Vertical and Horizontal)
- ◆ Pivots and Pivot Tables
- ◆ Advanced Analysis - What if Analysis, Data Analysis
- ◆ Macros in Microsoft Excel
- ◆ Case Studies using Microsoft Excel

Pedagogy

This being a hands-on programme, the pedagogy will be a mix of lectures, PPTs, hands-on exercise and case studies. Participants are expected to have access to a laptop and Microsoft Office for various exercises during the programme.

Who Should Attend

This programme is designed specifically for middle and senior level executives who deal with a lot of data to help them improve their productivity.

Programme Fee

This is a 2-day online programme and the programme fee is INR 17,700/- (inclusive of 18% GST) per person. The fee should be paid in advance through NEFT/RTGS.

Delivery in Virtual Mode

The sessions will be scheduled on an online platform. Participants are required to have access to a personal computer/laptop with stable internet connection and a webcam to access the sessions.

Resource Persons

Prof. Rajeev A
Prof. Prashant Premkumar Nair
Prof. Jimut Bahan Chakrabarty

Deadline for Confirmation of Participation: October 5, 2021

Oliver Macwan, Deputy Manager (Executive Training)

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