



Measurement in Management

Series - II

12th Sept 2008 - 14th Sept 2008



IBS-Hyderabad

IBS Hyderabad, constituent of the Icfai Foundation for Higher Education, offers high quality programs in different areas of management to a wide cross-section of students, executives and professionals across India. IBS has a reputation for innovative program design and delivery, quality courseware, personalized instruction, strong industry interface, and research, consultancy and publications .

Within the short span of time since it was established in 1995, IBS has grown impressively and achieved widespread recognition from industry, academic circles, and professional bodies. IBS has also been consistently ranked among the top B-Schools in the country, in the annual B-School surveys conducted by independent research agencies.

About the Program

In the present age of Information era all that is required to be successful is churning knowledge from the piles of raw data. The present information age offers us the capability to collect data but as a researcher or a student or a business executive the challenge lies in making the data meaningful and purposeful. The program is a three day workshop titled "Measurement in Management Series II" covering major functional areas like Sales, Accounting, Finance, and Marketing Management. The underlying principle of the workshop is to enhance the skills of working executives, academicians and prospective researchers in the field of research and consulting through highly participative workshop. ***Based on their respective areas participants can choose the stream of the program for themselves.***

Workshop on: Excel for Stock Analytics

Stock markets around the world attract Trillions of rupees in investment. The availability of data to be handled and analyzed is multiplying day by day. The job of the analyst is to scrutinize the data, analyze and make meaningful interpretations and bring out insights to be able to generate profitable trading opportunities. The new Microsoft EXCEL 2007 is handy in the essence it can handle more than million records (observations) and comes with improved features which enhance the decision making ability of the analysts. Microsoft Excel is the most widely used spreadsheet in the world and this workshop would harness the power of Excel in stock market analytics and increase the productivity of the participants in day to day working and MIS reports.

Who should attend this program?

This program is tailor made for investors or analysts advising Clients on Stock Markets. Individual investors or Business Analysts, Equity Analysts, Investors in Stock Markets, Fund Managers, Investment Planners and Advisors or anyone (Students, Researchers) aspiring to be analysts in stock markets.

Important Learning's From the Workshop

Workshop participants would have hands on approach in using various statistical and financial functions in Excel. Participants will be made to filter data, modify and manipulate data and finally model financial data apart from interpreting and analyzing the results.

Objective of the workshop

Excel is the most common and widely used spreadsheet software in the world. Many Investors have easy access to and might have spent good amount of time in excel. But Excel has many functions and features which a regular user would not have exploited. This workshop is about exploiting and leveraging the power of Excel in Stock Market analytics. In that we employ many built-in functions, array formulas, and intelligently applying them for Stock Market analytics.

Excel for Stock Analytics: Course Content

Topic	Finance Area Covered	Excel Topic/Functions
12th September 2008		
Introduction to Excel	Concepts of time value of Money Capital Budgeting, Plotting Multiple IRR and NPV. Solving Mortgage Payments, Computing SIP returns, Loan and Retirement Problems	PV, NPV, IRR, FV, Goal Seek, Solver, Simple Charting Techniques, Sensitivity Analysis using One way Data Table and Two Way Data Table, Scenario Analysis
Financial Statement Modeling	Forecasting P&L and Balance Sheet, Projecting Free Cash Flow Statement, Computing WACC, FCFE, FCF, DCF (Discounted Cash Flow) Valuation, Relative Valuation, Sensitive Analysis (How does valuation change with change in assumptions, namely, growth and cost of capital), Half Year Discounting. CASE STUDY ON DCF VALUATION	Circular referencing and Iterative method to solve for financial Statements (Gauss-Siedel method), Absolute, Relative and Mixed Referencing, Concept of Plug in Balance Sheet. Intercept SLOPE, LINEST, RSQ Functions and Regression Analysis. Scatter Plots and drawing trend lines to the Chart
13th September 2008		
Portfolio Management	Markowitz Portfolio Optimization, Sharpe Portfolio Optimization models, Performance. evaluation, Bond Immunization, Bond Dedication and Active Bond Management	Matrix Multiplication Simple ways to Generate Variance Covariance, Matrix Array Formulas.
14th September 2008		
Investment Strategies	Day of the week effect, Exploiting Arbitrage Opportunities between Spot and Futures Market. Exploiting Arbitrage opportunities using PUT and CALLS.	PIVOT tables, Array formulas, One Way and Two Way Lookups. VLOOKUP, HLOOKUP, INDEX and INDIRECT Functions.
Times Series Forecasting	Decomposition of Time Series into Trend, Seasonal, ARMA, ARIMA	

Workshop on Business Intelligence in Marketing using SAS

About Program

SAS is one of the largest software companies in the world. With consistent revenue growth and profitability since 1976, SAS has remained focused on its primary mission – delivering superior software and enhancing customer relationships. There is a range of products available to customers across the industries meeting the demand in the areas of business intelligence, analytics, and performance management (to name a few). The analytic solutions provide a range of techniques and processes for the collection, classification, analysis and interpretation of data to reveal patterns, anomalies, key variables and relationships, leading ultimately to new insights for guided decision making.

SAS has been instrumental in training IBS faculty and coming up with the courses that help the students to remain competitive in the present business world. IBS has acquired tools like SAS Enterprise Miner, Base SAS and Enterprise Guide and has a pool of faculty delivering hands-on experience on these tools. The team provides an interactive environment for predictive analytics and descriptive modeling, data mining, text mining, forecasting, optimization, simulation, experimental design and more.

12 th September 2008	13 th September 2008	14 th September 2008
DAY 1	DAY 2	DAY 3
Topics		
Basics of SAS Coding- Some Marketing Examples Basics of SAS-Data handling using SAS Enterprise Miner Statistics Regression and Time Series	Discriminant Analysis Factor Analysis	Experience Sharing Session Cluster Analysis ARIMA and VAR Market Basket Analysis

Who should attend

This workshop is meant for Corporate employees who are into marketing analytics and other business intelligence areas. This is also meant for academicians and research scholars in various domains because it would give them strong grounding in research methodology and also in the use of SAS.

For course contents in detail visit the following web link- www.ibsindia.org/mim.htm

Schedule

12th September 2008

13th September 2008

14th September 2008

Check for additional schedule information online at www.ibsindia.org/mim.htm

Venue

The program is carried in the lush green 90 acres campus of IBS Hyderabad stationed at around 35 kilometers from the Hyderabad city railway station.

The Icfai Business School,
Donthanpally Village, Survey NO.156/157,
Shankarpally Mandal, Ranga Reddy District- 501504
Hyderabad (A.P.)

All the participants will be provided transportation from old campus. For details kindly visit the link www.ibsindia.org/mim.htm

Registration and Course fee details

The participants have to submit the duly filled registration form along with a Demand Draft drawn in favor of ICFAI Business School, Hyderabad payable at Hyderabad, Andhra Pradesh. The last date for the registration is 15th Aug, 2008. The fee details are as follows:

Category	Category Code	Applicable
Course Fee Industry Executives, Consultants and Entrepreneurs	I	Rs. 10,000/-
Academicians (Full time faculty members)	A	Rs. 6,000/-
Research Scholars (Students pursuing doctorate program)	S	Rs. 2,500/-
ICFAI Business School Alumni	AIBS	50% discount on Corporate Fee

This fee includes accommodation in campus (with common bathrooms), breakfast, lunch, dinner, transportation from Old campus at Road Number 3, Banjara Hills to the New Campus, Workshop kit which includes bag, pen, reading material and the CD of the content.

We will have one session for experience sharing

We can arrange sight seeing for participants on cost basis.

Limited seats are available. So, hurry and get your seats reserved.

Discounts on offer

Number of participants	Discount
5 or more participants from the same company	20% discount
Between 2-5 participants	10% discount

Accommodation

Free accommodation would be available for the participants from 11th September 2008 to 15th September 2008 till 07:30A.M..

Participants wishing to stay outside the campus will have to bear the cost themselves.

*Transportation-Participants should avail only the transportation being provided by the institute. No other requests would be entertained.

For any queries and further information please feel free to contact

Dr. S. Venkata Sessaiah
Associate Dean (Research & Consulting)
IBS, Hyderabad
Donthampally Village, Survey NO.156/157, Shankarpally Mandal,
RR Dist- 501504. Hyderabad.

Members of organizing committee

Prof. Sushama Marathe, Dr. Sanjay Fuloria, Dr. Sunil Bhardwaj, Dr. Sashikala P, Dr. C.V.Chakrapani,
Dr. Jagrook Dawra, Mr. Manas Mayur, Prof. Viswanathan Iyer, Prof. Sourabh Bhattacharya, Prof.
Archana Pillai, Dr. I.R.S. Sharma and Prof. Nikhil Rastogi

Workshop Hotlines: 9848082277, 99948394557, 9885001554, 9849652207

Web link: www.ibsindia.org/mim.htm : **Email:** venkatas@ibsindia.org

**IBS Hyderabad Management Research Initiative Group (IBS(H)-MRIG)
(Membership from Research Scholars, Academicians and Industry Executives)**

As you know that IBS Hyderabad has been recognized as one among the top business schools in India. It gives us immense pleasure to introduce a new initiative of IBS Hyderabad to you in lieu of maintaining the reputation which IBS Hyderabad has for innovative program design and delivery, quality courseware, personalized instruction, strong industry interface, research consultancy and publications. IBS Hyderabad has been regularly organizing various types of workshops, conferences, consultancy to firms and business and seminars with the participation from industry and academicians to impart and share the in-house skills and expertise in the area of interdisciplinary research in management. Now IBS Hyderabad proposes to invite membership for the **IBS-Management Research Initiative Group (IBS(H)-MRIG)** from Industry participants, academicians and research scholars from various organizations, universities and institutes.

Objectives of the proposed membership are:

- ✓ Enlarging the network with research scholars, industry participants and academicians across the disciplines
- ✓ To provide a platform to expand the knowledge and training skills regarding research methodology in various fields of social and financial research.
- ✓ To enable the members to learn modules related to methodology by paying a nominal fee.
- ✓ To organize crash courses on financial econometrics, econometric modeling and Multivariate Techniques.

Membership structure:

We propose to start off with annual membership of Rs.500/- for Research Scholars; Rs.1000/- for Academicians and Rs.2000/- for Industry participants.

Benefits to the member

The aim of this interaction will be strengthening research activities, all the members will be given preferences in the workshops and conferences organized by IBS Hyderabad. Under the umbrella of IBS(H)-MRIG industry and academic participants will be getting a forum to seek solutions for their research oriented problems. Therefore, we encourage you to join the effort to strengthen the research activities. The membership form is attached for submission. The programs that we conduct under the umbrella of IBS MRIG, the member will get upto 25 % discount. We also request you to share this information with your colleagues.

IBS Hyderabad Management Research Initiative Group (IBS(H)-MRIG)

Membership form

Name of the person: _____

Institution/Company: _____

Area of research or project: _____

Research Title if applicable: _____

Consultancy requirement if applicable: _____

Preferences for:

a) Econometrics/Statistics

b) Softwares like, SAS, SPSS, Excel, SAP etc operations/training

c) Report writing

Research Workshop preferences:

a) *Economics*

b) *Finance*

c) *Marketing*

d) *Human Resource*

e) *Operations Research*

f) *Any other.....*

Membership Fee: Category

Mode of Payment: cash / cheques /draft

Amount in Rs.

Please send the draft in favor of IBS Hyderabad. **Please note that courier service is not available for the campus**, hence send the form through registered post to ensure its reach

Post can be addressed to: Dr. S.V.Sheshaiah, Associate Dean (Research)

IBS Hyderabad, Dontanpally Survey No 156/157, Shankerpalli Mandal , Ranga Reddy Dist-501504 (AP)

Applicant's Address: _____

Email id: _____ Mobile No: _____

Designation: _____

Name and Signature: _____

Date: _____

WORKSHOP ON MEASUREMENT IN MANAGEMENT

12th to 14th Sept, 2008

REGISTRATION FORM

Name of the organization currently working with:

Place you are coming from:

Accommodation* Required: Yes No Are you a vegetarian? Yes No

Category for the workshop:

Industry Personnel: Academician: Research Scholar: IBSAF Member:

Name: _____

Age: _____ Gender: _____ Qualification: _____

Occupation: _____ Contact No.: _____

Fee Details: _____ Amount : _____ DD No: _____

Date: _____ Bank: _____ Amount: _____

DD and copy of duly filled form sent on _____ (Date) _____

Functional Area (For attending workshop): _____

* Limited shared rooms at IBS Hostel with common bathrooms

Accounts/Finance/Economics Marketing Others

If Others, specify _____

Tool Preferred: Excel (Finance) SAS (Marketing)

Last date of sending the DD along with the application form is 15th Aug, 2008

DD should be drawn in favor of 'ICFAI Business School' payable at Hyderabad and mailed only by **registered post** to the following address:

Mailing Address:

Dr. S. Venkata Sessaiah
Associate Dean, Research & Consultancy,
ICFAI Business School,
Survey Number 156/157, Dontanpally Village,
Shankerpally Mandal, R.R.district-501203 A.P.
Mobile no. 09948394557.

Date: _____

Signature : _____

Place: _____

Name: _____