



# Management Development Program

Indian Institute of Management Raipur  
Atal Nagar, Raipur, Chhattisgarh

## Business Intelligence using Excel.

30-31 Aug 2024

### Program Directors

Dr. Sourya Joyee De

Dr. Manojit Chattopadhyay

## Introduction

MS Excel is a powerful and widely available tool that can be used by enterprises to analyze and manage business data. In this program, using several business problems, we demonstrate how Excel features such as pivot tables, data models and power pivot can be used to gather, visualize, and analyze data to derive tactical and strategic directions based on business data.

## Objectives

The key objectives of the program are as follows:

- Understanding how to use Excel to gather data
- Understanding how to use Excel to visualize data
- Understanding how to use Excel to analyze data

## For Whom

- Middle level managers
- Business consultants

## Pedagogy

- Cases
- Laboratory Usage

## Faculty

All sessions in this program will be co-facilitated by the Program Directors along with the subject matter experts.

## Duration and Venue

The programme is scheduled from **26-27 July 2024** and another slot is of **30-31 August 2024** at IIM Raipur, Atal Nagar, New Raipur.

## Registration Fee

The registration fee per participant is **Rs. 6,000/- + 2500/-** per day plus taxes as applicable (**on twin sharing basis**). Registration fees per participant will be **Rs. 6,000/- + 4500/-** per day plus taxes as applicable **on Single sharing basis**.

This includes an academic fee, programme kit for participants, boarding and lodging.

**Payment can be made online by registering through the website.**

Upon remitting the fees online, kindly intimate the EL& D Office with the UTR No /Relevant transaction details through email, so that we can connect your remittance to your nomination(s)

## Last date

The last date for receipt of nominations for the Programme is **Two week before the commencement of program** and the last date of withdrawal is **one week before the commencement of program**. Any withdrawal request received after this duration will be subject to deductions as per the Institute's rules. In case of subsequent withdrawal or cancellation of nomination(s), no refund of fee will be allowed. However substitutes may be permitted with prior intimation.

## Enquiry

For any information regarding this programme, you may contact as below:

EL&D Office: eldc\_office@iimraipur.ac.in Ph: 0771-2474669, 697

## About Programme Directors



**Sourya Joyee De** is an Assistant Professor in IT & Systems area at IIM Raipur. She is also the Area Chair, IT & Systems. Sourya is a Fellow of Indian Institute of Management Calcutta (PhD). Prior to joining IIM Raipur, she held research positions at Inria, France. Her research has been funded by French ANR project BIOPRIV, Cisco San Jose, USA and Samsung GRO Grant among others. Sourya was also a Visiting Scientist at Indian Statistical Institute Kolkata, India. Her research interests include data protection, privacy and security. She has published at

various reputed journals and conferences. She has also published two books with Morgan & Claypool Publishers, USA. Sourya teaches various courses including Working with Excel, Spreadsheet Modelling, Management Information Systems and Managing Security and Privacy Risks in Business to PGP, executive PGP (ePGP), Senior Management Programme (SMP) and General Management Programme (GMP) batches at IIM Raipur.



**Dr. Manojit Chattopadhyay** is an Associate Professor and affiliated to the IT and systems area. He received his PhD in Business Management from the University of Calcutta. He has around 20 years of work experience in Industry, Teaching and Research. His research focuses on application of AI based models in business decision making, strategic information visualization in the New digital economy, data privacy, Policy mining, Visual Clustering and social network analysis. He teaches various courses including Management Information Systems, Data visualization for decision making,

Digital strategy for business, Artificial Intelligence in Business, and ERP, and Digital Strategies in Business Using Social Network Analysis, Business Data Analytics Uses in Management, and Robotics Automation of Business to PGP, executive PGP (PGPMWE), Senior Management Programme (SMP) and General Management Programme (GMP) batches at IIM Raipur. He has published more than 50 papers in various reputed International journals and conferences.

## Indian Institute of Management Raipur

The Indian Institute of Management (IIM) brand has now become synonymous with innovation, talent, and zeal for success and contribution to management. The Government of India set up IIM Raipur in 2010 to meet the growing demand for top-quality professionals. It is situated at Raipur in the state of Chhattisgarh-one of the fastest growing states of India, with its rich mineral, forest, natural and local resources. The Post-Graduate Programme in Management (PGP) was started in 2010, whereas Fellow Programme in Management (FPM) & Executive Fellow Programme in Management (EFPM) was started in 2013. Executive Post-Graduate Programme (ePGP) was started in 2021.

IIM Raipur has grown and improved in quality, as evidenced by the NIRF ranking of management institutes, which moves up from 18th in 2016 to **11th** in 2023.

IIM Raipur offers top-notch management education on its 200-acre, state-of-the-art well-equipped lecture rooms, a library, a simulation lab, and a pleasant lodging campus in Atal Nagar, Naya Raipur. With the goal of becoming a highly regarded business school worldwide, IIM Raipur has partnered with numerous business schools in Europe, South America, Australia, New Zealand, and the United States

for faculty and student exchange Programmes.

## LOCATION

The IIM Raipur campus is located about 20 minutes' drive from the Swami Vivekananda Airport, Raipur.

For any Correspondence / Administrative enquiries, please feel free to contact below:

EL&D Office:

Indian Institute of Management Raipur,

Atal Nagar, P. O. - Kurru (Abhanpur)

Raipur – 493 661, Chhattisgarh, India

Phone: +91 771 2474 697

E-mail: [eldc\\_office@iimraipur.ac.in](mailto:eldc_office@iimraipur.ac.in)

## Detailed Programme (Study material/ cases/ assignments: TBD)

	8:40 – 09:25 AM	09:30 – 11:00 AM		11:30 – 01:00 PM		2:30 - 4:00 PM		5:00 – 06:30 PM		7 PM – 8 PM
<b>Day 1: 26-07-2024 (Friday)</b>	Inauguration	Session 1: Introduction to Key Concepts (SJD)	<b>T E A B R E A K</b>	Session 2: Introduction to Key Concepts (SJD)	<b>L U N C H B R E A K</b>	Session 3: Introduction to Data Gathering (MC)	<b>T E A B R E A K</b>	Session 4: Introduction To Data Visualization on (MC)	Break and Assembly for Group Photo (6:45-7:30 PM)	
<b>Day 2: 27-07-2024 (Saturday)</b>		Session 5: Introduction to Data Analysis (SJD)		Session 6: Introduction to Data Analysis (SJD)		Session 7: Advanced Data Analysis (MC)		Session 8: Advanced Data Analysis (MC)		Special Events: Valedictory Session

	8:40 – 09:25 AM	09:30 – 11:00 AM		11:30 – 01:00 PM		2:30 - 4:00 PM		5:00 – 06:30 PM		7 PM – 8 PM
<b>Day 1: 30-08-2024 (Friday)</b>	Inauguration	Session 1: Introduction to Key Concepts (SJD)	<b>T E A B R E A K</b>	Session 2: Introduction to Key Concepts (SJD)	<b>L U N C H B R E A K</b>	Session 3: Introduction to Data Gathering (MC)	<b>T E A B R E A K</b>	Session 4: Introduction To Data Visualization on (MC)	Break and Assembly for Group Photo (6:45-7:30 PM)	
<b>Day 2: 31-08-2024 (Saturday)</b>		Session 5: Introduction to Data Analysis (SJD)		Session 6: Introduction to Data Analysis (SJD)		Session 7: Advanced Data Analysis (MC)		Session 8: Advanced Data Analysis (MC)		Special Events: Valedictory Session