EXCEL FOR MANAGERS

COURSE INTRODUCTION

The course is for all of those struggling with data analysis. That crazy spreadsheet from your boss? Megabytes of data to analyze? Looking for a smart way visualize your data in order to make sense out of it? The course will got you covered all these and will boost the managers data analysis skills.

The course will take a deep dive into data analysis with spreadsheets: PivotTables, VLOOKUPS, Named ranges, what-if analyses, making great graphs. After, we will investigate the quality of the spreadsheet model, and especially how to make sure spreadsheet remains error-free and robust.

Finally, once the spreadsheets are mastered, then we take another deep dive to demonstrate other ways to store and analyze data. The goal of the course is it to help the managers overcome data analysis challenges in work, research or studies.

COURSE OBJECTIVES

This program aims to provide a platform for

- Developing a basic understanding of marketing theories
- Understand different business models based on the internet.
- How to initiate a web-based ventures successfully through strategic roadmap development and subsequently implementation of plans.
- Leveraging the internet for marketing offerings and gain visibility through the web.
- Leveraging Web Analytics for boosting revenue.
- Understanding Search Engine Optimization and its applications in internet marketing and web based ventures.

COURSE CONTENTS

- Introduction to Spreadsheets
- Why Spreadsheets?
- Strings
- Conditionals
- Lookup & Search
- Pivot Tables and Power map
- Structure and Named Ranges
- Array Formulas and Structure
- Testing
- Alternatives Python
- Alternatives Neo4J

AUDIENCE

The course is designed for management professionals managing marketing activities in an organization, and is looking forward to take the "Brick" activities to the next level of "Click" activities and leverage the power of the Web. Also, this program is for entrepreneurs who are keen to start off a venture which requires low capital expenditure and generates high returns on investment.

TRAINING STYLE

The program adopts a mixed-methodological approach, whereby changes would be made from lecture driven approaches to work-shop based approaches, as and when required.

COURSE SCHEDULE

Course Dates: 16th – 17th December, 2015
Course Timings: 9:00 am – 5:00 pm
Venue: Skyline University College

RESOURCE PERSON

Srivastava, Riktesh, is an Associate Professor, Information Systems at Skyline University College, Sharjah. He is PhD in Information Systems and Executive Qualification in Management from prestigious Indian Institute of Management, Ahmedabad (IIMA). Apart, he holds Masters in ECE (MS), Information Technology (ME) and Marketing (MBA). Dr Srivastava had also accomplished certification programs on:

- Marketing-Wharton School, University of Pennsylvania
- Customer Analytics-Wharton School, University of Pennsylvania
- Electronic Commerce, NTU, Singapore

Total Experience of 17+ years, has written 3 books (OS, C++ Programming and RDBMS) and published 50+ papers in International Journals and Conferences.