

Our other
Management Development Programmes

Sl. No.	Programme Title	Dates
1.	Leveraging Social Media for Business Intelligence	April 23, 2018
2.	Advanced Management Programme	May 7-9, 2018
3.	Geopolitical Risk and Business Preparedness	May 24, 25, 2018
4.	Data Summarization and Presentation for Non-Technical Executives	May 28-29, 2018
5.	Effective Purchasing Skills & Strategic Sourcing	June 4-5, 2018
6.	Training of Trainers	June 11-13, 2018
7.	Quality Analytics	July 16-17, 2018
8.	HR Analytics	July 23-24, 2018
9.	Advanced Excel Training	July 26-27, 2018
10.	Developing an Intrapreneurial Mindset for Effective Leadership	July 30-31, 2018
11.	Finance for Non-Finance Executives	August 6-7, 2018
12.	Data Analytics for Expanding Markets	August 9-10, 2018
13.	Effective Communication for Women in the Workplace	August 20-21, 2018
14.	Decision Making Techniques for Managers	August 30-31, 2018
15.	Effective Negotiation Skills	September 4-6, 2018
16.	Hands on Workshop on Microsoft Excel Macros-2016	September 7, 2018
17.	Project Management	September 10-11, 2018
18.	Financial Management for Public Sector Enterprises	September 12-14, 2018
19.	Effective Communication and Presentation Skills	September 17-18, 2018
20.	Enhancing Personal Branding-Building Your Pathway to Professional Success	October 8-9, 2018
21.	Emerging Trends in Performance Management	October 10-12, 2018
22.	A Handshake with Disruptive Digital Technologies	October 15-16, 2018
23.	Crisis Communication	October 25-26, 2018
24.	Executing Strategies in World of Constant Disruptions	October 29-30, 2018
25.	Coaching & Mentoring for Personal and Professional Success	November 1-2, 2018
26.	Business Environment in the Middle East and Africa	November 15-16, 2018
27.	A Consultants Tool-Kit for Solving Strategic Problems & Enhancing Business Performance	November 19-20, 2018
28.	Making the Supply Chain Responsive	November 21-22, 2018
29.	Retirement Planning for Seeking Financial Freedom	November 26-27, 2018
30.	Nurturing the 5th Dimension of Leadership	November 29-30, 2018
31.	Managerial Leadership and Team Building	December 3-4, 2018
32.	Enhancing Assertiveness and Positive Attitude	December 10-11, 2018
33.	Creating Winning Sales Teams	December 17-18, 2018
34.	Digital Communication	January 10-11, 2019
35.	Enterprise Risk Management for Creating Risk Intelligent Organisation	January 14-15, 2019
36.	Strategic CSR: From Agenda Building to Impact Measurement	January 17-18, 2019
37.	Foreign Exchange Risk Management	February 4-5, 2019
38.	The New Indian Consumer: Winning Concepts and Practices	February 21-22, 2019
39.	Pricing and Application of Financial Derivatives	February 27-28, 2019

ABOUT THE INSTITUTE

FORE School of Management (FORE) has been established by the Foundation for Organisational Research and Education, a non-profit organisation, with a mission "To achieve and sustain Leadership in Management Education, Research, Consultancy and Development".

Programmes and Accreditations:

- The PGDM, PGDM (IB) & PGDM (Finance) courses at FORE are AICTE (All India Council for Technical Education) approved and accredited by National Board of Accreditation (NBA)
- The PGDM courses are equivalent to MBA. Equivalence permission is granted by Association of Indian Universities (AIU)
- FORE has been awarded "SAQS Accreditation" by Association of Management Development Institutions in South Asia (AMDISA)
- FORE has set up a state-of-the-art Studio at its Campus to conduct Online Executive Education Programmes for Working Professionals and has been successfully conducting variety of such online certification courses

Eminent academicians with many years of experience and experts from industry, recognized nationally and internationally, constitute faculty at FORE. FORE has in-house training facilitators in the field of Communication, OB & HR, Finance, Operations, Marketing, IT, International Business and Strategic Decision Making.

With a sharp focus on Management Education, Executive Education Programmes/MDPs, Consulting and Research, FORE stands amongst the Top Business Schools in the country.

FORE conducts MDPs to equip managers with knowledge, skills and attitudes required for effectively responding to global developments and competitive requirements. Our MDPs are designed with an appropriate blend of conceptual and experiential learning. Apart from open programmes, FORE conducts customized In-Company Programmes tailored to suit organisation's needs on topics/areas specifically required by an organisation. These Management Development Programmes (MDPs) are either custom-designed to suit client requirements or are offered by faculty on a specific theme to meet various client needs.

For any other information, please contact:

Executive Education Office

FORE School of Management

Adhitam Kendra

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DESIGNED BY: ALPS PRINTERS

Management Development Programme

on

Data Analytics for Expanding Markets

August 9-10, 2018

FORE Campus, New Delhi

Programme Director:
Prof. Savita Gautam



Imparting Knowledge for Exploring New Horizons



**FORE School of Management
New Delhi**

Introduction

The world is getting flat. Countries have thrown open their borders resulting in increased international trade and free flow of investments. The international business scenario has become dynamic and highly competitive. Off late, the world has also seen protectionism across countries and this results in reduction of the market access. In business, we come across situations in which we need to make decisions to go international or in which direction to expand the markets? These are some of the situations in which we have to make crucial decisions. Ideally, the decisions based on data analytics would be the most obvious choice.

The MDP on 'Data Analytics for Expanding Markets' would have an in-depth introduction to the Market Analysis Tools of the International Trade Center, Geneva and Trade data available on the Ministry of Commerce Website. Few of the trade indicators like the Revealed Comparative Advantage and Export Intensity will be introduced which will help the decisions of going international.

In the case of developing and expanding markets or making a decision on a product launch or to just simply sourcing a product, one should know where to extract data from and use it for making effective decisions. The course will introduce you to some of the important sources of data used in international trade and its retrieving methods, analysis of the data and its interpretation. Basic Knowledge of excel will be handy but not necessary.

Objectives

The Key objective is to use authentic data understand the same and then use it for analysis. The analysis will be able to help the learner to understand the markets base and use the information for effective decisions. The programme therefore aims to achieve the following objective:

- Understanding of the Indian Foreign trade policy
- Understanding of International trade data of Products and Services
- Familiarisation to the International Trade data and its sources
- Use of the International Trade data
- Keeping the essence of the programme in mind, it will comprise of a compact group size of maximum 20 participants so as to respond to individual query effectively.

Contents

The Programme will spread over two days and will cover the following aspects, Introduction to the Foreign Trade Policy and how its learnings is useful for anyone who is dealing in international Business. The Concept of Harmonised System of Classification (HSN) and an introduction to World Customs Organisation (WCO). How these have brought about the harmonisation across countries with respect to countries and the 'How and Why' of its number of revisions.

Introduction to the export - Import Data Bank of the Ministry of Commerce. Introduction to the Directorate General of Commercial Intelligence (DGCIS) and its functions.

Introduction to The International Trade Center (ITC) And The Market Analysis Tools. The tools will be introduced in- depth with cases in order to know how to download which type of data depending upon the usage. All participants given individual computers so that they can try and familiarise themselves with the analysis tools.

Methodology

Participative Discussions. All participants will be provided with a computer so that they can get a hands on experience about the International trade data.

Who Should Attend

Senior to middle managers who are interested in learning about International Business perspective of a company. Anyone who is interested to know how exploring international markets is done through data.

Duration & Venue

Dates: August 9-10, 2018

Venue: FORE School of Management, B-18, Qutub Institutional Area, New Delhi 110016

Fee

Non-residential: Rs. 16,000 per participant (plus GST @18%) covering professional fee, programme kit and tea/lunch.

Residential: Rs. 28,000 per participant (plus GST @18%) covering professional fee, programme kit and boarding and lodging (air conditioned single room) at Hotel Residency Resorts (P) Ltd./Qutub Residency, New Delhi or equivalent from **noon of August 8, 2018 till noon of August 11, 2018.**

Discounts

- Early bird discount of Rs. 2,400 per participant for nominations received on or before July 30, 2018.
- One complimentary nomination on non-residential basis for every group of three nominations from the same organization, i.e., 3+1 participants for the fee of 3 participants.

Fee is payable in advance by way of Local Cheque / DD in favor of "FORE School of Management" payable at New Delhi. You can also make online payment of fees by logging on to FORE website http://www.fsm.ac.in/exe_openmdpcalendar20182019.html

Registration

The registration form duly filled in along with the Programme fee should reach us at least 7 days before the commencement date of the Programme. You can also register & pay online by logging on to FORE website http://www.fsm.ac.in/exe_openmdpcalendar20182019.html. In case of subsequent withdrawal or cancellation of registration no refund of fee will be allowed. However, substitute(s) may be permitted with prior intimation.

Certificate of Participation

The Institute issues a certificate of participation on conclusion of the programme.

Faculty

The faculty members of the Institute will take the programme sessions, except for a few sessions that may be taken by guest speakers.

Programme Director

Prof. Savita Gautam PhD, TERI University, PGDIT IIFT. Prof. Savita Gautam, has corporate experience of over 18 years in the area of International Business. She has worked with M/s Carborundum Universal, Chennai. She has also worked with couple of start-up companies and has successfully spearheaded their business in the international market. She has been active in consultancy work on foreign markets, export diversification and post export incentives.

She has teaching and training experience at Chennai University, MMTTC training center, and Jamia Millia Islamia, New Delhi. She also conducts Executive Development Programs at Fore School of Management. She has published work on environmental measures and the Indian marine sector. She also has publications in ARTNeT UNESCAP, Bangkok.

Her areas of interest are WTO, Trade and Environment issues, Foreign Trade Policy, Trade Facilitation Issues and Food Safety Regulatory Issues. She has extensively worked on potential Exim Markets and data analytics of the same. She can be reached at <savita@fsm.ac.in>.

FORE School of Management
Management Development Programme

Data Analytics for Expanding Markets

August 9-10, 2018
Registration Form

Name: _____

Designation: _____

Organisation: _____

Office Address: _____

Phone: Office _____

Mobile: _____

Email: _____

Fax: _____

Your expectations from the Programme: _____

Residential / Non Residential _____

Payment Options

Online Payment

Programme fees can be paid through credit / debit card / net banking. Please logon to FORE website http://www.fsm.ac.in/exe_openmdpcalendar20182019.html for online registration and payment.

Offline Payment

Programme fees can be paid through Local Cheque / DD
If attached please give details

Local cheque / DD No. _____ Date _____ Amount _____

Signature

(Please return the completed form by post
or email: exed@fsm.ac.in, to:

Executive Education Office
FORE School of Management
B-18, Qutub Institutional Area
New Delhi 110 016

Note: Please feel free to make copies of this form for additional registrations.