

Our other
Management Development Programmes

Sl. No.	Programme Title	Dates
1.	Leveraging Social Media for Business Intelligence	April 29, 2019
2.	Performance Management-Current Trends and the Future	May 6, 2019
3.	Effective Purchasing Skills and Strategic Sourcing	May 23-24, 2019
4.	Understanding Sales and Distribution Analytics	June 10-11, 2019
5.	Advanced Excel Training	June 27-28, 2019
6.	Train the Trainer	July 8-9, 2019
7.	Data Analytics for Expanding Markets	July 18-19, 2019
8.	HR Analytics	July 22-23, 2019
9.	Developing an Intrapreneurial Mindset for Effective Leadership	July 29-30, 2019
10.	Effective Communication for Women in the Workplace	August 8-9, 2019
11.	Finance for Women Executives	August 26-27, 2019
12.	Decision Making Techniques for Managers	September 2-3, 2019
13.	Effective Communication and Presentation Skills	September 12-13, 2019
14.	Effective Negotiation Skills	September 18-20, 2019
15.	Introduction to Intellectual Property Rights	October 14, 2019
16.	Project Management	October 21-22, 2019
17.	Retirement Planning for Middle Level and Senior Executives	November 4-5, 2019
18.	Building leadership potential of Women Professionals	November 7-8, 2019
19.	Marketing Analytics	November 14-15, 2019
20.	Aligning CSR with Sustainable Development Goals : Strategy Formulation, Implementation and Impact Assessment	November 18-19, 2019
21.	Financial Strategies for Value Creation	November 21-22, 2019
22.	The New Indian Consumer: Winning Concepts and Practices	November 29, 2019
23.	Deep Learning-Foundation and Advances	December 9-11, 2019
24.	Enhancing Assertiveness & Positive Attitude	December 12-13, 2019
25.	Managerial Leadership and Team Building	December 16-17, 2019
26.	ISO 27001:2013 Lead Implementer Course	January 9-10, 2020
27.	Enhancing your Personal Brand	January 16-17, 2020
28.	Enterprise Risk Management	January 30-31, 2020

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 (Financial Management) courses at FORE are AICTE (All India Council for Technical Education) approved.
- The PGDM and PGDM (IB) courses are accredited by National Board of Accreditation (NBA).
- The PGDM and PGDM (IB) 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

B-18, Qutub Institutional Area, New Delhi 110016.

Phone: (011) 2685 6301 (Direct), 4124 2424-33 (Extn. 471 & 498)

E-mail: exed@fsm.ac.in, Website: www.fsm.ac.in

Management Development Programme

on

Data Analytics for Expanding Markets

July 18-19, 2019

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: July 18-19, 2019

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./Qutab Residency, New Delhi or equivalent from **noon of July 17, 2019 till noon of July 20, 2019.**

Discounts

- Early bird discount of Rs. 2,400 per participant for nominations received on or before July 8, 2019.
- 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/open-mdp-calendar-2019-2020>

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/open-mdp-calendar-2019-2020>. 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, is a faculty in the area of International Business at FORE School of Management, New Delhi. She has corporate experience of over 20 years in the area of International Trade and 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 export business in the international market. She has teaching and training experience at Chennai University, MMTC training centre and Jamia Millia Islamia (Visiting Faculty) and FMS, New Delhi. Her research work is on WTO, Trade and Environment issues, Foreign Trade Policy and Export promotion measures and Trade Facilitation Issues. She can be reached at: <savita@fsm.ac.in>.

Data Analytics for Expanding Markets

July 18-19, 2019
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/open-mdp-calendar-2019-2020> 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.