



**NATIONAL INSTITUTE OF INDUSTRIAL ENGINEERING
(NITIE), MUMBAI**
(An autonomous body under the Ministry of HRD, Govt. of India)

Online MDP on MANAGERIAL DECISION MAKING



25-27 April 2022
(Total 18 hours)



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Participants: Managers and decision makers from all sectors in private and public undertakings

Delivery: Web-based Sessions

Program fee per participant: Rs 10620/- (Inclusive of Taxes) i.e., Rs. 9000/- (Program Fee) + Rs. 1620/- (18% GST).

Note -The participants need to register online on the following link with fees before the start date of the program with programme

Reference code: 123101

Registration Link: <https://forms.office.com/r/MRNBg3gjLU>

Payment link:

<https://www.onlinesbi.com/sbicollect/icollecthome.htm?corpID=370600>



Introduction

Decision making can be an exciting and challenging experience in this competitive world of business and particularly during uncertainty and turbulent times like pandemic. This contextual notion of Managerial Decision Making is used to bring conceptual order in the endless variety of functional areas of business. The decision makers normally take decisions in their functional area and having a little or no understanding of decisions taken in other functional areas. Therefore, this Programme has been designed with a cross-disciplinary approach to give a holistic view of how decisions should be taken in different functional areas at the organisation level in the dynamic competitive and challenging business environment. In recent times decision-making is aided by various tools, techniques and data analytics. Since most major decisions have overtones of economy, therefore it becomes imperative that decisions are taken with an understanding of the difficult environment of business and the economy.

Objectives

- To appraise the participants of the varied nature and challenges of managerial decisions
- To familiarise the participants with the conceptual order of different kinds of managerial decision making
- To acquaint the participants with the latest tools and techniques of decision making
- To facilitate the learning of managerial decision making by assessing the disruptive impact of local and the global business environment

Contents

The decisions by Functional Area

- Production and economic decisions
- Marketing decisions
- Financial decisions
- Strategic decisions

Tools for Decision Making

- Statistical Techniques
- Data Analytics
- Artificial Intelligence and Machine Learning

External Factors affecting Decision Making

- Competitive Business Environment
- Government Policies

For further details, please contact :-

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