



GOA INSTITUTE OF MANAGEMENT

**5-DAY PROGRAMME ON**  
**DATA-DRIVEN**  
**DECISION MAKING**

**NOVEMBER 25-29, 2019**

# DATA-DRIVEN DECISION MAKING

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## ABOUT THE PROGRAMME

In the present VUCA (volatility, uncertainty, complexity and ambiguity) world, management thought and managerial techniques are increasingly becoming obsolete at a high speed. It is imperative that present-day managers know not only the latest innovations in their specialized function, but also keep themselves apprised of some key developments having cross-functional span and implications. The programme on “Data-Driven Decision Making” aims to address this requirement by bringing together some of these important insights in a condensed capsule course of five days with a multi-functional agenda.

## COURSE OBJECTIVES

The fundamental objective of the course is to impart the most current thought and best practices across the spectrum of various organizational activities in the form of selective, condensed and well-designed programme modules. Specifically, this overall objective may be detailed in the following four sub-objectives:

- › To appraise the effectiveness of benchmarking against the latest best practices in organisations
- › To understand the applied aspects of latest industry practices and innovations
- › To provide experiential view of companies through real case study analysis
- › To equip managers to take forward looking decisions in their workplaces using the knowledge of current best practices in industry

## COURSE CONTENT

The course aims to meet its stated objectives through the following four modules:

- › **Module 1:** Economic and Financial Principles applied to organizational problems

- › **Module 2:** Current thinking in Organisational structure, Team management and Marketing practices implemented in organisations that are industry or sectoral leaders
- › **Module 3:** Introduction to the fundamentals of Data Analytics and Business Intelligence for managers
- › **Module 4:** Latest best practices in Supply Chain Management and Information Systems, including Internet of Things, and Industry 4.0.

## PEDAGOGY

A combination of case studies, experiential exercises, audio-visuals, lectures and experience sharing will be utilized to engage participating managers with the content of the course. GIM faculty and subject matter experts in different disciplines will be the resource persons responsible for delivering the content.

## PROSPECTIVE PARTICIPANTS

This programme will be appropriate for managers and executives with the government, public, and private sector enterprises, leaders and managers heading cross-functional teams, executives working with NGOs and non-profit organizations, economists, analysts, and entrepreneurs.

In order to achieve the highest effectiveness of the programme, the participants are expected to have at least five years of work experience.

## VENUE

The programme is fully residential and the participants will be accommodated in air conditioned single occupancy rooms. College will arrange transport between airport / railway station and venue. The College is Wi-Fi enabled in a comprehensive way.

## COURSE FEE AND SPONSORSHIP

**Rs. 40,000/- plus GST as applicable, presently 18% per participant.** The fee covers tuition, board and lodging, courseware (in electronic form) and other facilities of the college including internet usage.

For participants from same organization, group discounts are available:

|                    |                             |
|--------------------|-----------------------------|
| 5 participants     | Rs. 1,000/- per participant |
| 6-10 participants  | Rs. 1,500/- per participant |
| 11-15 participants | Rs. 2,000/- per participant |
| 16-20 participants | Rs. 2,500/- per participant |
| >20 participants   | Rs. 3,000/- per participant |

The registration fees are received through NEFT/IMPS. Following are the bank details:

|                     |                              |
|---------------------|------------------------------|
| Bank Account Number | 23611450000016               |
| Beneficiary Name    | Goa Institute of Management  |
| Bank Name           | HDFC Bank (Sanquelim Branch) |
| IFSC Code           | HDFC0002361                  |
| Account Type        | Savings Account              |

After the payment of registration fee, kindly fill and submit the registration form online through "Google Form" in the following link:

<https://forms.gle/RQBYm3fjcnqZ3mLT9>

**Corporate sponsorship is strongly encouraged.**

## LAST DATE FOR NOMINATION

In order to make the logistic arrangements, finalization of contents, and confirmation of speakers, participants need to send their nominations latest by **November 11, 2019.**

## ABOUT GOA INSTITUTE OF MANAGEMENT

Goa Institute of Management turned 25 on August 02, 2018. The flagship PGDM programme builds on long years' excellence in management education nurturing business leaders with personal integrity, social responsibility and global outlook. The International Linkages of GIM reflect this perspective and provide an opportunity for the student to hone their skills in the International settings. GIM continues to have excellent placement record and alumni occupying prestigious positions as executives and entrepreneurs.

GIM had introduced PGDM-Healthcare Management in 2013, and today it is one of the best healthcare management programmes in India. National recognitions (NBA Accreditation, AIU equivalence to MBA) were earned by GIM, and it is well ahead in the journey of earning international recognitions. The SAQS accreditation is in advanced stage and GIM has commenced implementation of assurance of learning as part of process of AACSB accreditation. The Social Sensitivity Project 'Give Goa' has become an integral part of working and learning. The students find 'Give Goa' a unique contribution and learn-by-doing opportunity. Recently Govt. of India has selected GIM as one of the 13 management institutes for the award of Atal Incubation Centre, endorsing the standing strength of GIM in creating potential entrepreneurs. The centre has commenced its operations. Apart from classroom learning, the students benefit from centres of excellence, exchange programmes, state-of-art technology labs and student's festivals and clubs. GIM continues to attract students from diverse backgrounds from various parts of India, and thereby facilitating learning by peer interaction.

## PROGRAMME COORDINATORS

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