

Business Quantitative Methods Workshop - Evaluating Information for Better Business Decision

Date: 4th & 5th April 2012

Venue: ATCEN Learning Centre, Damansara Perdana PJ

Workshop Description

The usage of Statistics in business is becoming more prevalent every day. In our quest for continuous improvement, business analysis, financial analytics, marketing, performance analytics and forecasting, the need for numeracy intelligence keeps increasing.

This workshop provides a sound introduction to the use of mathematical and statistical techniques for business decision-making. Participants particularly those who struggled with math and numerical concepts will find this workshop extremely helpful in reducing their anxieties.

Workshop Objectives

- Distinguish between different types of data and different data collection processes;
- Present data effectively and compute and interpret a range of summary statistics;
- Apply correlation and regression analysis to identify the strength and form of relationship between variables;
- Demonstrate how time-series analysis can be used in business forecasting;
- Explain how mathematical relationships can be applied in the solution of economic and business problems

Who Should Attend?

- Accounts Personnel
- Cost Analyst
- Marketing Survey Officer
- Schedulers
- Merchandisers
- Human Resource Officers
- Researchers
- Administrative Staff
- Production Analyst

Business Quantitative Methods Outline

Module 1: Decision Making, Data and Information

- The difference between ‘data’ and ‘information’.
- Levels of Management (strategic, tactical and operational) and the sort of decisions taken at each level
- Types of data – internal and external: Primary and Secondary
- Requirements for information to be useful
- Properties which will quality assure the information, e.g. relevance, accuracy, reliability, etc.
- Excel workshop – Getting Organised; Getting started with Excel

Module 2: Exploring Data; Deriving Information

- How can we organize and structure data
- How can we illustrate data pictorially?
- How can we derive information from the tables, charts and graphs?
- Excel workshop – Charts and Graphs

Module 3: Summarising Data; Deriving Information

- Why summarise data?
- Summary measures for the value of the variable
- What if the data values are not equally important i.e. they have different weights?
- Summary measures for the spread of the variable values in the data set
- Describing the shape of a distribution
- Excel workshop – in-built function (AVERAGE, MEDIAN, QUARTILE, STDEVP)

Module 4: Presenting & Evaluating Management Information

- Effective presentation of information
- The nature of variation in data
- Sources of variation
- Using percentages and index numbers to measure variation
- Evaluation of information

The **Training Methodology** will be based on the ATCEN PEAK methodology. This will include:

- High Impact Short Lectures
- Lively Activities and Exercises
- Numerous Presentations and Discussions
- Continuous Real Time Feedback from Facilitator

Module 5: Association Between Variables

- How an understanding of the variation between variables can help the business decision maker monitor and estimate performance
- Investigate whether or not two variables are associated
- Measure the degree of linear association
- Linear Regression model (line of ‘best fit’)
- How do we evaluate estimates made using the model
- Excel workshop – Correl, RSQ, vlookup and hlookup

Module 6: Time Series and Forecasting

- Time series model
- How can a time series be used for forecasting
- A consideration of various time series models
- Use of the additive models for forecasting
- Evaluation of the forecasts made using the model
- Removal of the effects of inflation from a time series

Module 7: Financial Modeling

- Cost, Revenue and Profit
- Simple linear models
- Break-even charts, extension to non-linear models

Module 8: Financial Analysis

- Compound Interest – calculation and formula
- Nominal and actual interest
- Depreciation
- Present Value, Net Present Value, Investment Appraisal

Workshop Chronology

0830	Registration
0900	Workshop Begin
1030 – 1045	Morning Refreshment
1300 – 1400	Lunch
1530 – 1545	Afternoon Refreshment
1700	End of Workshop
<i>Chronology applies for Day 1 and Day 2</i>	

Facilitator Profile



Angela Ang
Statistics Consultant & Mathematics Expert

Angela Ang is a Statistics Consultant & Mathematics Expert with the ATCEN Group of Companies. She holds a Master of Science (Applied Statistics) and a Bachelor of Science in Statistics from University Putra Malaysia. She is also a much sought after educator in Mathematics and Statistics as she has the ability to keep Mathematics and Statistics simple and fun for all her students.

With a proven track record in the training & education industry, Siew Ling has many years of facilitating, training and lecturing experiences dealing with working adults, graduate students and university students. She has taught them topics related to Analysis of Business, Business Analytics, Business Mathematics, Business Statistics and Management Science.

Her vast and in-depth experience and expertise has brought much success to her participants and students over the years.

She is also trained in using SPSS for Statistical Analysis and an advance level user for MS Excel. Siew Ling has also conduct workshops and programs for several Colleges in the Klang Valley and has conducted programs for the Chartered Institute of Management Accountants and Association of Certified Chartered Accountants.

Currently she manages an ATCEN Learning Centre that specializes in English, Math & Personal Mastery workshops. Siew Ling is actively involved in creating easy to follow formulas as her to help students better understand mathematics.

Clientele

Companies that have attended ATCEN's public workshops

Advance International Freight Sdn Bhd
 Affin Bank Berhad
 Aims Data Centre Sdn Bhd
 Airfoil Services Sdn Bhd
 Ajinomoto (M) Bhd
 Alcan Packaging Malaysia
 Alcatel-Lucent Malaysia Sdn Bhd
 Alliance Banking Group
 Allianz Life Insurance Malaysia Berhad
 ALSTOM Asia Pacific Sdn Bhd
 Amanah Raya Berhad
 AmBank (Malaysia) Berhad
 AmG Insurance Bhd
 AmLife Insurance Berhad
 Amway (M) Sdn Bhd
 Arachem Tech Training Centre
 Autoliv Hirotako SRS Sdn Bhd
 Automobiles Peugeot
 AXA Affin General Insurance Bhd
 Axon Solutions Sdn Bhd
 Bank Islam Malaysia Bhd
 Bank Muamalat
 Bank Negara Malaysia
 Bank Rakyat
 Beaufour Ipsen International
 BlueScope Steel (M) Sdn Bhd
 BMW Malaysia Sdn Bhd
 Boustead Petroleum Marketing Sdn Bhd
 Business Information Technology
 Byte Craft Sdn Bhd
 Canon Marketing (M) Sdn Bhd
 Celcom (M) Sdn Bhd
 Central Forwarding Agency Sdn Bhd
 Century Total Logistics Sdn Bhd
 Chemopharm Sdn Bhd
 CIMB Bank Berhad
 CL Computers (M) Sdn Bhd
 CMCM Perniagaan Sdn Bhd
 CNI Enterprise (M) Sdn Bhd
 Colgate-Palmolive (M) Sdn Bhd
 Computer Systems Advisers (M) Berhad
 Credit Guarantee Corporation (M) Bhd
 CSC Malaysia
 D G Kom Sdn Bhd
 Dagang Net Technologies Sdn Bhd
 Datacom South East Asia (M) Sdn Bhd
 Datacraft Advanced Network Services Sdn Bhd
 Dell Global Business Center Sdn Bhd
 DHL Express (Malaysia) Sdn Bhd
 Dialog Telekom Limited
 Diethelm (M) Sdn Bhd
 DiGi Telecommunications Sdn Bhd
 Dumex (M) Sdn Bhd
 East of Suez Holdings Sdn Bhd
 ECM Libra Investment Bank Berhad
 ECS Pericomp Sdn Bhd
 Edaran Tan Chong Motor Sdn Bhd
 e-Genting Sdn Bhd
 Entellium Technologies Sdn Bhd
 EON Bank Berhad
 EPF Social Security Training Institute (ESSET)
 EPIC-I Sdn Bhd
 EPS Computer Systems Sdn Bhd
 Ericsson Malaysia
 Etiqa Insurance Bhd
 Etiqa Takaful Bhd
 Euratech (Malaysia) Sdn Bhd
 Formis Software Dynamics Sdn Bhd
 Fresenius Medical Care Malaysia Sdn Bhd
 Frontline Technologies Malaysia Sdn Bhd
 FSBM Mantissa (M) Sdn Bhd
 Fuji Xerox Asia Pacific Pte. Ltd
 Fujitsu (Malaysia) Sdn Bhd
 Gagasan Carriers Sdn Bhd
 Gapurna Technologies Sdn Bhd
 Genting Information Knowledge Enterprise Sdn Bhd
 Global Transit Communications Sdn Bhd
 Group Associated (C&L) Sdn Bhd
 Grundfos Pumps Sdn Bhd
 Gucci (Malaysia) Sdn Bhd
 Guinness Anchor Berhad
 HeiTech Padu Bhd
 Hewlett-Packard Sales (M) Sdn Bhd
 Hilton Petaling Jaya
 Honda Malaysia Sdn Bhd
 ICI Paints (Malaysia) Sdn Bhd
 IITC Global Technology Sdn Bhd
 IMU Education Sdn Bhd
 InfoConnect Sdn Bhd
 ING Insurance Bhd
 interTouch (Malaysia) Sdn Bhd
 iPerintis Sdn Bhd
 Islamic Banking and Finance Institute Malaysia Sdn Bhd
 ISS Consulting (M) Sdn Bhd
 IT-365 Malaysia Sdn Bhd
 ITApps Sdn Bhd
 Jabatan Pengangkutan Jalan
 Jabatan Pentadbiran Latihan
 Jebson & Jessen Communication Solutions (M) Sdn Bhd
 Johnson Controls (M) Sdn Bhd
 Kannal Solutions Sdn Bhd
 Keretapi Tanah Melayu Berhad
 Khazanah Nasional Berhad
 Kolej Yayasan UEM
 Kualiti Alam Sdn Bhd
 Kurnia Insurance (M) Bhd
 Lafarge Cement Sdn Bhd
 Majlis Amanah Rakyat (MARA)
 Malayan Banking Berhad
 Malayan Cement Industries Sdn Bhd
 Malaysia National Insurance Berhad
 Malaysian Assurance Alliance Berhad
 Maxfame Technologies Sdn Bhd
 Mayban Fortis Holdings Berhad
 Mayban General Assurance Berhad
 MBF Cards (M) Sdn Bhd
 McKinnon & Clarke Sdn Bhd
 MEASAT Satellite Systems Sdn Bhd
 Media Prima Berhad
 MEPS (1997) Sdn Bhd
 Mesiniaga Bhd
 Mexter MSC Sdn Bhd
 Mid Valley City Sdn Bhd
 MISC Berhad
 Mitsui-Soko (M) Sdn Bhd
 MnEBay (M) Sdn Bhd
 MNRB Holdings Berhad
 Modipalm Engineering Sdn Bhd
 MOHR
 Malaysian Life Reinsurance Group Bhd
 Multimedia College
 N2N Connect Berhad
 NCH Corporation (M) Sdn Bhd
 NEC Corporation of Malaysia Sdn Bhd
 Netstar Advanced Systems Sdn Bhd
 OCBC Bank (M) Bhd
 OMD (M) Sdn Bhd
 Optimal Chemicals (M) Sdn Bhd
 Oracle Corporation (M) Sdn Bhd
 P&O Global Technologies Sdn Bhd
 PanGlobal Insurance Berhad
 Paradigm Systems Berhad
 Pembangunan Sumber Manusia Berhad
 Perbadanan Bekalan Air Pulau Pinang
 Pernec Corporation Berhad
 Pharmaniaga Logistics Sdn Bhd
 Plus Expressways Berhad
 Power Innovations Sdn Bhd
 Premier Lubricants (M) Sdn Bhd
 Prometric Technology Sdn Bhd
 Proton Edar Sdn Bhd
 Prudential Services Asia Sdn Bhd
 Rangkaian Segar Sdn Bhd
 REDtone Telecommunications Sdn Bhd
 Rentwise Sdn Bhd
 RHB Bank Berhad
 Ricoh (Malaysia) Sdn Bhd
 Rohas-Euco Industries Bhd
 SAINS Sdn Bhd
 Samsung Malaysia Electronics (M) Sdn Bhd
 Sapura Research Sdn Bhd
 Sarawak Information Systems Sdn Bhd
 SCAN Associates Berhad
 Scope International (M) Sdn Bhd
 Shangri-La Hotels Marketing Sdn Bhd
 Shell IT International Sdn Bhd
 Shell Malaysia Trading Sdn Bhd
 Signature Manufacturing Sdn Bhd
 Skynet Worldwide (M) Sdn Bhd
 SnT Global Services Sdn Bhd
 Sony BMG Music Entertainment
 Southern Bank Berhad
 Standard Chartered Bank
 Star Publications (Malaysia) Berhad
 Sumiso (M) Sdn Bhd
 Sun Media Corporation Sdn Bhd
 Sunway Holdings Bhd
 Sunway Pyramid Sdn Bhd
 Suruhanjaya Syarikat Malaysia
 Takaful Ikhlas Sdn Bhd
 Taylor's College Sdn Bhd
 Teknicast Sdn Bhd
 Teknik Janakuasa Sdn Bhd
 Teledirect Telecommerce Sdn Bhd
 Telekom Sales & Services Sdn Bhd
 Telekom Smart School Sdn Bhd
 Telshine Sdn Bhd
 Tenaga Nasional Berhad
 The Media Shoppe Bhd
 The Nielsen Company (Malaysia) Sdn Bhd
 TIME dotCom Bhd
 TM Asia Life (Malaysia) Berhad
 Tokio Marine Insurans (M) Bhd
 TT dotCom Sdn Bhd
 Tyco Fire, Security & Services Sdn Bhd
 UCB Pharma Asia Pacific Sdn Bhd
 UEM Academy Sdn Bhd
 United Overseas Bank (M) Berhad
 University of Malaya
 VADS Berhad
 ViewPoint Research Corporation Sdn Bhd

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4th – 5th April 2012

**ATCEN Learning Centre, Damansara Perdana,
Petaling Jaya**

TO REGISTER OR FOR MORE INFORMATION:

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