

IBSS EXECUTIVE EDUCATION

OPEN ENROLMENT PROGRAMME

QUANTITATIVE METHODS FOR MANAGERIAL DECISIONS

Date: May 7 - 8 and May 22, 2020 (18 hours in total)

Language: English

Teaching Mode: On-Campus Class

TARGET PARTICIPANTS

The programme is designed for people who are decision makers and therefore it fits the job of all level of managers who are involved in the process of taking decisions to allocate resources, plan the activities and/or decide how to approach the market.

INTRODUCTION

The aim of this programme is to help participants understand, apply and evaluate which quantitative tools apply to decision making in an appropriate manner within the work context. Participants learn the concepts and theories relevant to decision-making by individuals and groups. The programme also considers cognitive techniques for stimulating creativity, innovation and problem-solving.

BENEFITS

By the time you complete the programme, you will be able to:

- Describe the quantitative analysis approach and understand how to apply it in a real situation
- Describe the three categories of business analytics
- Describe the use of modelling in quantitative analysis
- Prepare quantitative analysis models
- Use computers and spreadsheet models to perform quantitative analysis
- Recognise possible problems in using quantitative analysis

PROGRAMME SCHEDULE

The programme consists of 3 days, and the programme schedule can be seen as follows:

Programme Schedule

Day	Dates	Time	Topic
1	Friday May 7	9:00 - 12:00	- Introduction to Decision Analysis and Modelling Techniques - Excel Tricks and Tips
1	Friday May 7	13:30 - 16:30	- Basic of Statistics - Create Dynamic Economic Models
2	Saturday May 8	9:00 - 12:00	- Decision under Uncertainty
2	Saturday May 8	13:30 - 16:30	- Forecasting the Future
3	Saturday May 22	9:00-12:30	- Optimisation Techniques
3	Saturday May 22	13:30 - 16:30	- Simulation and Modelling

PROGRAMME FACULTY



PROF. ROBERTO DONA

Associate Dean for Corporate Engagement
Professor of Practice

Roberto Donà is an academic and a business practitioner with a long experience in China. He is a Professor of Practice in Management at IBSS, the business school of Xi'an Jiaotong-Liverpool University in Suzhou, where he also serves as a director of the Master of Science in Management.

He is also Honorary Professor at School of Innovation and Entrepreneurship of University of Chinese Academy of Science and Adjunct Professor at MIP Politecnico di Milano Graduate School of Business. Roberto has a strong international exposure having worked in Russia, Bulgaria, Argentina, USA and China. His fields of interests are on internationalisation and Innovation Processes in Asia and their managerial implications.

Since the beginning of his career he worked also as management consultant for both domestic and international companies serving in several board positions. Currently he is an Independent Director at Novena Global Healthcare Group (Singapore). He is also the First President of the Association of the Italian Scholars in China (AAIC).

FEE: RMB 10,000

- Programme fee includes tuition, case licensing fee, and other course materials
- Certificate issued by International Business School Suzhou at XJTLU will be awarded to participants after completing the programme
- Well organised lunch and tea break will be provided when having on-campus class

DISCOUNT

Alumni price: 20% tuition discount for XJTLU alumni.

HOW TO APPLY?

Applicants can apply for the programme by scanning the QR code as follows:



NOTIFICATION

To ensure the continuity and quality of your learning, you are required to make proper arrangements to attend, according to the programme schedule released by IBSS. We cannot make up missed lessons or confer you with the certificate of completion if you are absent from the course for personal reasons. IBSS reserves the right to amend information on this programme including price, discount, date, location, faculty, daily schedule and other details.

CONTACT INFORMATION

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