

ABOUT XLRI

XLRI, the oldest B-school in India, was founded in 1949 by a few visionary Jesuit Fathers to bring a change in the economy and society at large. The institute always strives to be a management school with a difference.

XLRI VIL short-term programs include a wide range of sector-specific courses in management delivered via Direct to Desktop (D2D) technology. The platform is supported by multiple technical partners and designed to simulate a real-time, interactive learning environment with live two-way audio and video communication.

The short-term programs integrate functional and general management approaches to provide participants with insights into managerial concepts and techniques relevant to strategic decision-making. The courses are constantly upgraded to keep up with the ever-growing challenges of a global business environment.

Participants may take up virtual classes in the evenings through the week or over the weekends. The programs are open to individual applicants as well as company-sponsored applicants. Upon successful completion of each short-term program, participants are awarded a certificate of completion.

FOR MORE DETAILS

Visit - <https://xlri.ac.in/executive-education/vil/short-term-courses>

or scan to get the course page URL



0657-665-3276/75/72/74



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EXECUTIVE DEVELOPMENT PROGRAM IN

SALES FORECASTING AND DEMAND PLANNING

Batch 2 | XLRI Jamshedpur

Session time - Sunday from 10.00 am to 01.00 pm IST

COURSE OBJECTIVE

Sales forecasting and demand planning are essential business processes. Based on past and present performance, as well as current trends, forecasting is done to predict future events. Having accurate historical and current data is key. Demand planning, on the other hand, involves devising plans to realize scenarios that you would like to see unfold in the future. Planning is also done based on past and present performance and expectations about the future. Both forecasting and planning are important managerial functions that are pertinent to other business functions, such as budgeting, financial planning, and hiring.

Simply put, we could say that forecasting is focusing on what could happen in the future based on historical and current performance of a company, whereas planning is doing the thinking before you take action to decide in advance what should be done in the future.

Sales Forecasting management requires you to analyze and clarify upcoming situations regarding the operations in which you are planning to engage. As you develop your forecast, historical and current information are weighed to predict what is going to happen. Forecasting, therefore, helps us to look ahead to trends and events and figure out how they might affect your company.

To accurately forecast your sales and build a sales plan can help to avoid unforeseen cash flow problems and manage your production, staff, and financing needs more effectively. It is an essential tool for managing a business of any size. Managers must have a good understanding of the basics, and it is quite impossible to get a feel without getting one's hands dirty. The tools that we will use are Python, R and Excel.

At the end of this program, participants will be able to:

- Identify areas in the organization where forecasting can be employed
- Motivate participants having an analytics orientation to employ the same in the context of demand planning
- Help build data-driven business decisions

KEY BENEFITS

01

Certificate of Completion on successfully completing the program

02

Hands on practical exposure to popular and sought after statistical tools like Tableau, google Analytics, Knime.

03

Concepts taught through implementation of context specific cases

04

Course content designed to meet the requirements of the current business environment

05

Lectures by eminent XLRI faculty

06

2 day on campus sessions to build cohesion and networking

ELIGIBILITY

- **For Indian Participants** – Graduates (10+2+3) or Diploma Holders (only 10+2+3) from a recognized university (UGC/AICTE/DEC/AIU/State Government) in any discipline with a minimum 2 years of work experience
- **For International Participants** – Graduation or equivalent degree from any recognized University or Institution in their respective country with 3 years of work experience

PROGRAMME PREREQUISITES

- Mathematics as a subject up to Class XII
- Knowledge of basic programming concepts will be beneficial

PEDAGOGY

The primary method of instruction will be through LIVE lectures that will be beamed online via Internet to student desktops/laptops or classrooms. The pedagogy will comprise lectures, case walkthroughs, and analytical exercises imparted by XLRI's faculty. Concepts will be explained using examples drawn from the real life. All enrolled students will also be provided access to the XLRI LMS through which students may access learning aids, reference materials and assessments, case studies, projects and assignments as provided by the program faculty. Throughout the duration of the course, students will have the flexibility to reach out to the professors, real time during the class or offline via the Cloud Campus to raise questions and clear their doubts.

COURSE CONTENT

- What is Sales Forecasting and Demand Planning?
- Data Visualization and Storytelling
- Forecasting Accuracy Metrics and Tracking Signal
- Introduction to Time Series Analysis
- Smoothing Based Forecasting Techniques
- Forecasting of Intermittent Demand
- Introduction to Descriptive Statistics using R
- Regression Based Forecasting Methods (include Hypothesis testing)
- Advanced Time Series Techniques
- Forecasting for New Products
- Capstone Project
- On-campus component (2 days)

On-campus component

Dates of on-campus immersion sessions will be communicated at a later date. Attendance to the on-campus module is mandatory for all participants. On-campus modules are subject to the conditions that prevail at the point in time. In the rare case of on-campus component cancellation, alternate options for the respective on-campus modules will be made available via online sessions scheduled as extended sessions.

PROGRAM DIRECTOR



Prof. Abhishek Chakraborty
M.Sc. in Applied Mathematics, University of Calcutta;
FPM – IIM Calcutta (Operations Management)

Prof. Chakraborty completed his Fellow Program in Management from IIM Calcutta in Operations Management with a minor in Economics. The title of his thesis was "Perspectives in Supply Chain Coordination and Supply Chain Efficiency". Prior to joining IIM Calcutta, he did his M.Sc. in Applied Mathematics from the University of Calcutta securing 2nd rank. His specialization was Optimization Techniques and Operations Research with elective paper in Mathematical Economics. After completion of doctorate, he joined the corporate with JDA Software (a leading firm in the Supply Chain Consulting domain) as a Senior Business Consultant in the domain of Strategic Services. At JDA, he trained in multiple tools like JDA Demand (used for Demand Forecasting), JDA Sales and Operations Planning, JDA Inventory Optimization and JDA Supply Chain Planner (used for Aggregate Production Planning and Materials Requirement Planning).

His research interests include Supply Chain Management and Applications of Game Theory in the context of Supply Chain Management. He also has keen interest in the application of Operations Research and Statistics in Sports.

His hobbies include Quizzing, Watching Football (Liverpool FC supporter) and analyzing elections.

PROGRAM DIRECTOR



Prof. Apratim Guha
B.Stat. (Hons.) and M.Stat., Indian Statistical Institute, Calcutta; M.A. and Ph.D. in Statistics, University of California, Berkeley

Prof. Guha obtained his PhD from the Department of Statistics, University of California, Berkeley in 2005. He is a well-published researcher who has previously worked as an associate professor at IIM Ahmedabad. He has also taught at the School of Mathematics, University of Birmingham, UK as a lecturer (2008-2012), and at the Department of Statistics and Applied Probability, National University of Singapore as an assistant professor (2005-2008).

CERTIFICATE AND ASSESSMENT

A minimum of 70% attendance to the LIVE lectures is a prerequisite for the successful completion of this program. There are periodic evaluations built in throughout the duration of the course. These may be in the form of a quiz, assignment, project, case studies or other objective/subjective assessments. The evaluations are designed ensure continuous student engagement with the course and encourage learning. Participants who successfully complete the same along with the requisite attendance criteria, an end course assessment and project work will be awarded a certificate of completion by XLRI. Participants who are unable to clear the evaluation criteria but have the requisite attendance will be awarded a participation certificate by XLRI.



TOTAL FEES

Total Program Fees – INR 1,15,000+Tax

Instalment 1 | INR 45000 + Tax / USD 750
At the time of Registration

Instalment 2 | INR 35000 + Tax / USD 625
On or before 30th Nov 2024

Instalment 3 | INR 35000 + Tax / USD 625
On or before 15th Feb 2025

COURSE LAUNCH SCHEDULE

Date of course commencement
14th December 2024

Duration
5 Months - 60 hours

Day and Time
Sundays from 10.00 a.m. to
01.00 p.m. IST

ADMISSION PROCESS

1

Apply at Admission portal

2

Fill the application form, upload the required documents* & pay the fees

3

Selected Candidates will receive Admission Confirmation

APPLY NOW



*Application Requirements:

- Original Graduation Certificate and Transcript
- Work Experience letters for minimum of 2 years