

DATE: 23.09.09 (Wednesday)

Time: 2.00 pm-6.00 pm

Venue: Board room and Computer center, PSGIM

PSG Institute of Management



The PSG Institute of Management was founded in the year 1994, a time when the liberalization was throwing open endless possibilities in the business front for India. The legacy of the PSG group, an uncompromising infrastructure, and the ethos of value based learning, put PSGIM in a niche category. PSGIM Hardly a decade after its genesis, the PSG Institute of Management has raised the bar of expectations to place itself among the top institutions of management in the country. A prime reason for this has been the institution's unwavering commitment to fostering in students, learning based on real world experiences.



For registration contact:

Dr. N. VIVEK, Dr. J. SEKKIZHAR
PSG Institute of Management

PB No. 1668, Peelamedu, Coimbatore - 4. Tamil Nadu, India
Fax : 0422-4304444 Phone : 0422-2577252, 4304400



Management Development Program on
**COMPUTER SIMULATION TO
IMPROVE OPERATIONS IN
BUSINESS FIRMS: A complete practical approach**

23.09.09
PSGIM, Coimbatore

Overview

The success of a firm depends on its ability to satisfy customer expectations by providing excellent service, creating operations strategies, which identify competitive priorities, implement effective plans and programs that create marketing competences which leads to competitive capabilities that customers' value.

The objective of this workshop is to improve the operations in Manufacturing and Service organizations which involve waiting line processes and inventory. Simulation is the wonderful operation methodology to give a solution to real life complexities and is an effective, flexible and economical tool for all environments. This workshop concentrates more practical way of using simulation in any industry with neither mathematical calculations nor costly software.

SimQuick® is a computer package for process simulation that is easy to learn (most of its features can be learned in under an hour of class time or independent reading) and inexpensive. It is aimed primarily at business managers who want to understand process simulation and be able to quickly analyze and improve real-world processes. SimQuick is flexible in its modeling capability; that is, it is not a "hardwired" set of examples; it requires true modeling. In addition, SimQuick runs in the widely-known Microsoft Excel spreadsheet environment. Hence, users of Excel will already be familiar with much of the interface, and the results are already in the spreadsheet, ready for analysis.

Benefits

Attending the training will enable you to:

1. Understand the key elements of a firm's manufacturing and service policy and put it in the context of actions (both strategic and operational) that would enable it to meet customer expectations.
2. See the waiting line operations in your organization with a simulation.
3. Describe principles of managing inventory with the simulation.
4. Give solutions to the complex business models in an easy way.

Outline

- Business Simulation- Overview
- SimQuick-Overview
- CASE-1-A Bank- Improving process
- CASE-2-A fast food restaurant drive thru
- CASE-3-A department of Motor vehicles
- CASE-4-A generic linear flow process
- CASE-5-A manufacturing cell
- CASE-6-A single machine job shop
- CASE-7-A machine with breakdowns

Biography

Dr. N. Vivek, is Ph.D. MBA, BE, a lecturer (Selection Grade) in PSG Institute of Management in PSG College of Technology. He has a teaching experience of 9 years and industry experience of 2 years. Currently he has completed his Ph.D. in Supply Chain Management. He has specialized in Quantitative Methods, Research Methods, Business Statistics, Supply Chain Management and Operations Management. His other interests include Stock Market Investment and Valuations, Online Education, Value Based Management, Quality Control, Indian Ethos Development, Sustainable Rural Development, Student Counseling and Parma culture. <http://viswadatta.blogspot.com>.

Dr. J. Sekkizhar, PhD, MPhil, PGDCA, MSc (Statistics) is a lecturer (SG) in PSG Institute of management, PSG college of technology, Coimbatore. He has qualified doctoral degree in the broad field of Statistical Quality Control. He has eight years experience in teaching in the areas of Statistics and their applications. He has published papers in International and National level journals such as SriLankan Journal of Applied Statistics, International Journal of Statistics and Management Systems and International Journal of Statistics and Systems. He has attended and presented research papers in more than sixteen conferences. He has attended Capacity Building program on Multi-media and e-content development conducted by UGC-CEC. He is interested in Statistical Packages-Data analysis, Operations Research and Business research.