

Physics' Executive Development Programs [EDP] are exclusively designed for CEOs, CFOs, CTOs, CIOs, Managing Directors, Vice Presidents and for Professionals from top & middle management. Our Programs bring the latest trends in global business best-practices from various domains of management.

Executive Development Programs 2017

Physics The
Business Analysis
Company

Contents

EDP 02	EDP List 03
Public EDP 05	Certifications 06
Trainers 36	Testimonials 38
Clients 44	Contact 45



Executive Development Programs

Fhysics - a global leader in business analysis - offers business consulting, business analysis, business analytics, process improvement, product development and supply chain services to organisations in India and abroad. Fhysics' Executive Development Programs (EDP) are exclusively designed for the C-Level Officers, Managing Directors, Vice Presidents and for Professionals from top & middle management. Our programs bring the latest trends in global business best-practices from various domains of management in a convenient one-day format.

The teaching methodology is instructor-led, coupled with case studies, videos, management games and role plays. Each program curriculum is designed after intense research and aligned with the current needs of the businesses. EDP can be either delivered at your organisation premises or you may choose to attend our public programs. Participants will receive a certificate on successful completion of the program requirements.

Learning Outcomes:

Participants will be able to

Apply the concepts in their organisation | Lead a team to implement best practices | Show measurable improvements in operations | Impact both cost and revenue parameters | Align organisation with market forces | Streamline business processes

International Channel Partner, APICS, USA

EEP™ of International Institute of Business Analysis, IIBA®, Canada

REP of International Requirements Engineering Board, IREB®, Germany

Indian Affl. of Product Development and Management Association, PDMA, USA





List of Executive Development Programs

Organisation Development

Business Analysis Program EDP101
Business Analytics for Managers EDP105
Finance for Non-Finance Professionals EDP106
Consumer Protection Act EDP129
Research Methods for Managers EDP131
Business Communication for Managers EDP130
Customer Service Management EDP132
Business Analysis Program for CIOs EDP153
Building Sustainable Organization EDP141
Mastering Microsoft Visio EDP145
Software Selection Process EDP152

Process Improvement

Designing Forms & Checklists (Paper & Web) EDP133
Mastering Lean EDP107
Project Management EDP109
Mastering Six-Sigma EDP110
Process Mapping EDP112
Developing Standard Operating Procedure (SOP) EDP111
Mind Mapping for Managers EDP114

Healthcare

Executive Program in Healthcare Business Analysis [3 Months Program] EDP154

Product Development

New Product Development EDP115
Focus Groups EDP134
Paper Prototyping for Application Development EDP135
Product Development Life Cycle EDP136
Innovation for Market Leadership EDP137
Bionics for Product Developers EDP128
Reverse Engineering EDP138
Human Factors in Product Design EDP148
Universal Principles of Design EDP149
Product Portfolio Management EDP140

Strategy

Business Strategy EDP102
Business Model EDP103
Business Case EDP104
Balanced Scorecard EDP113
Benchmarking EDP108
Disaster Management Strategy EDP116
Strategy to Keep the Organisation Flood Proof EDP151
Creating Business Plans EDP117
Business Continuity Management EDP118
Blue Ocean Strategy EDP119
Digital Marketing Strategy EDP120
Certified Business Consulting Professional EDP157
Competitor Analysis EDP139
Search Engine Optimization EDP144
Effective Brand Building EDP142
Elements of Good Website EDP143
Effective Mall Management EDP147

Sales & Marketing

Acquiring & Retaining Clients EDP122
Sales & Marketing Strategy EDP121
Understanding the Advertisement World EDP123
Showroom/Retail Sales Development Methods EDP127
The Psychology of Buying EDP146

Supply Chain

Supply Chain Design EDP124
Warehouse Management EDP125
Fundamentals of Packaging Technology EDP126
Supply Chain Analysis EDP155

Governance

Business Analysis for Civil Servants EDP150



Executive Development Program – Public

S.No	Date	Program
1	28-Jan-17	Business Analysis Program for CIOs EDP153
2	18-Feb-17	Mind Mapping for Managers EDP114
3	18-Mar-17	New Product Development EDP115
4	22-Apr-17	Developing Standard Operating Procedures EDP111
5	20-May-17	Warehouse Management EDP125
6	17-Jun-17	Business Strategy EDP102
7	22-Jul-17	Blue Ocean Strategy EDP119
8	19-Aug-17	Creating Business Plans EDP117
9	23-Sep-17	Digital Marketing Strategy EDP120
10	28-Oct-17	Project Management EDP109
11	18-Nov-17	Acquiring & Retaining Clients EDP122
12	16-Dec-17	Supply Chain Design EDP124



**Professional Certifications from International Institute of Business
Analysis (IIBA®), Canada**

**Entry Certificate in Business
Analysis [ECBA™]**

**Certification of Capability in
Business Analysis [CCBA®]**

**Certified Business Analysis
Professional [CBAP®]**

Curriculum

Introduction

Purpose of the BABOK® Guide - What is Business Analysis? - Who is a Business Analyst? - Structure of the BABOK® Guide

Business Analysis Key Concepts

The Business Analysis Core Concept Model™ - Key Terms - Requirements Classification Schema - Stakeholders - Requirements and Designs

Business Analysis Planning and Monitoring

Plan Business Analysis Approach - Plan Stakeholder Engagement – Plan Business Analysis Governance - Plan Business Analysis Information Management - Identify Business Analysis Performance Improvements

Elicitation and Collaboration

Prepare for Elicitation - Conduct Elicitation - Confirm Elicitation Results - Communicate Business Analysis Information - Manage Stakeholder Collaboration

Requirements Life Cycle Management

Trace Requirements - Maintain Requirements - Prioritize Requirements - Assess Requirements Changes - Approve Requirements

Strategy Analysis

Analyze Current State - Define Future State - Assess Risks - Define Change Strategy

Requirements Analysis and Design Definition

Specify and Model Requirements - Verify Requirements - Validate Requirements – Define Requirements Architecture - Define Design Options - Analyze Potential Value and Recommend Solution

Solution Evaluation

Measure Solution Performance - Analyze Performance Measures – Assess Solution Limitations - Assess Enterprise Limitations - Recommend Actions to Increase Solution Value

Underlying Competencies

Analytical Thinking and Problem Solving - Behavioural Characteristics – Business Knowledge - Communication Skills - Interaction Skills - Tools and Technology

Techniques-I

Acceptance and Evaluation Criteria - Backlog Management - Balanced Scorecard - Benchmarking and Market Analysis - Brainstorming - Business Capability Analysis - Business Cases - Business Model Canvas - Business Rules Analysis - Collaborative Games – Concept Modelling - Data

Dictionary - Data Flow Diagrams - Data Mining -Data Modelling - Decision Analysis - Decision Modelling - Document Analysis -Estimation -Financial Analysis – Focus Groups - Functional Decomposition - Glossary -Interface Analysis - Interviews -Item Tracking - Lessons Learned - Metrics and Key Performance Indicators (KPIs) -Mind Mapping - Non-Functional Requirements Analysis – Observation - Organizational Modelling - Prioritization - Process Analysis -Process Modelling -Prototyping - Reviews - Risk Analysis and Management - Roles and Permissions Matrix - Root Cause Analysis – Scope Modelling - Sequence Diagrams - Stakeholder List, Map, or Personas - State Modelling - Survey or Questionnaire - SWOT Analysis - Use Cases and Scenarios -User Stories - Vendor Assessment – Workshops

Perspectives

The Agile Perspective - The Business Intelligence Perspective – The Information Technology Perspective - The Business Architecture Perspective - The Business Process Management Perspective

Program Schedule

Chennai Batch

S.No	Batch	Date
1	Batch-I	21-Jan-2017 [Saturday] & 22-Jan-2017 [Sunday]
2	Batch-II	11-Feb-2017 [Saturday] & 12-Feb-2017 [Sunday]
3	Batch-III	04-Mar-2017 [Saturday] & 05-Mar-2017 [Sunday]
4	Batch-IV	08-Apr-2017 [Saturday] & 09-Apr-2017 [Sunday]
5	Batch-V	06-May-2017 [Saturday] & 07-May-2017 [Sunday]
6	Batch-VI	03-Jun-2017 [Saturday] & 04-Jun-2017 [Sunday]
7	Batch-VII	08-Jul-2017 [Saturday] & 09-Jul-2017 [Sunday]
8	Batch-VIII	05-Aug-2017 [Saturday] & 06-Aug-2017 [Sunday]
9	Batch-IX	09-Sep-2017 [Saturday] & 10-Sep-2017 [Sunday]
10	Batch-X	07-Oct-2017 [Saturday] & 08-Oct-2017 [Sunday]
11	Batch-XI	04-Nov-2017 [Saturday] & 05-Nov-2017 [Sunday]
12	Batch-XII	09-Dec-2017 [Saturday] & 10-Dec-2017 [Sunday]

Online Batch

S.No	Batch	Start Date
1	Batch-I	07-Jan-2017 [Saturday]
2	Batch-II	18-Feb-2017 [Saturday]
3	Batch-III	25-Mar-2017 [Saturday]
4	Batch-IV	29-Apr-2017 [Saturday]
5	Batch-V	10-Jun-2017 [Saturday]
6	Batch-VI	15-Jul-2017 [Saturday]
7	Batch-VII	02-Sep-2017 [Saturday]
8	Batch-VIII	14-Oct-2017 [Saturday]
9	Batch-IX	25-Nov-2017 [Saturday]

Pune Batch

S.No	Batch	Date
1	Batch-I	11-Mar-2017 [Saturday] & 12-Mar-2017 [Sunday]
2	Batch-II	12-Aug-2017 [Saturday] & 13-Aug-2017 [Sunday]

Bangalore Batch

S.No	Batch	Date
1	Batch-I	01-Apr-2017 [Saturday] & 02-Apr-2017 [Sunday]
2	Batch-II	16-Sep-2017 [Saturday] & 17-Sep-2017 [Sunday]

**Professional Certification from International Requirements Engineering
Board (IREB®), Germany**

Certified Professional for Requirements Engineering [CPRE-FL]

Curriculum

Chapter-1: Introduction and Foundations

Introduction - Fundamentals of Communication Theory - Characteristics of a Requirements Engineer - Requirement Types - Importance and Categorization of Quality Requirements

Chapter-2: System and System Context

System Context - Defining System and Context Boundaries - Documenting the System Context

Chapter-3: Requirements Elicitation

Requirements Sources - Requirements Categorization According to the Kano Model - Elicitation Techniques

Chapter-4: Requirements Documentation

Document Design - Types of Documentation - Document Structures - Using Requirements Documents - Quality Criteria for Requirements Documents - Quality Criteria for Requirements

Chapter-5: Documentation of Requirements Using Natural Language

Effects of Natural Language - Requirement Construction using Templates

Chapter-6: Model-Based Documentation of Requirements

The Term Model - Goal Models - Use Cases - Three Perspectives on the Requirements - Requirements Modeling in the Data Perspective - Requirements Modeling in the Functional Perspective - Requirements Modeling in the Behavioral Perspective

Chapter-7: Requirements Validation and Negotiation

Fundamentals of Requirements Validation - Fundamentals of Requirements Negotiation - Quality Aspects of Requirements - Principles of Requirements Validation - Requirements Validation Techniques - Requirements Negotiation

Chapter-8: Requirements Management

Assigning Attributes to Requirements - Views on Requirements - Prioritizing Requirements - Traceability of Requirements - Versioning of Requirements - Management of Requirements Changes

Chapter-9: Tool Support

General Tool Support - Modeling Tools - Requirements Management Tools - Introducing Tools - Evaluating Tools

**Program Schedule
Chennai Batch**

S.No	Batch	Date
1	Batch-I	21-Jan-2017, 28-Jan-2017 & 04-Feb-2017 [Saturday]
2	Batch-II	29-Apr-2017, 06-May-2017 & 13-May-2017 [Saturday]
3	Batch-III	01-Jul-2017, 08-Jul-2017 & 15-Jul-2017 [Saturday]
4	Batch-IV	07-Oct-2017, 14-Oct-2017 & 21-Oct-2017 [Saturday]

**Professional Certifications from American Production and Inventory
Control Society [APICS], USA**

Certified Supply Chain Professional [CSCP]

Curriculum

Module-1: Supply Chain Design

Supply chains determine the ability of the firms included in them to compete in the marketplace. How supply chains are designed will affect their ability to compete. A firm that is attempting to compete in a market where low cost determines who gets the business will have difficulty if it includes high cost suppliers in its supply chain. The characteristics of the end-market in which a firm is competing must be considered when designing supply chains. Supply chain design is an integral part of enabling an organization to compete and be profitable in today's dynamic business environment. The supply chain strategy should align with the organization's business strategy and plan, support the value proposition, and leverage core capabilities.

- A. **Develop the Supply Chain Strategy:** The supply chain strategy for companies with high performing supply chains should closely align with and enable the overall business strategy of the company. Achieving appropriate alignment requires an understanding of the forms of competitive advantage being pursued. It also requires an understanding of the organizational strategy, priorities and capabilities.
- B. **Design the Supply Chain:** Supply Chain Design involves making decisions on how to structure the supply chain that supports and aligns with the organization's business strategy. This involves: making decisions on suppliers; location and capacity of plant, warehouses and distribution centers; and, distribution channels to move products to customers. How information and data are managed, communicated, and the technology employed is also planned. Sound project management and effective communication is required.

Module-2: Supply Chain Planning and Execution

Supply chain planning (SCP) is the forward-looking process of coordinating assets to optimize the delivery of goods, services and information from supplier to customer, balancing supply and demand. An SCP suite sits on top of a transactional system to provide planning, what-if scenario analysis capabilities and real-time demand commitments, considering constraints. Supply Chain Planning is the set of processes related to the estimation of future client demand and its balance with capacity and supply, both from production and from suppliers. This planning can encompass one or several trading partners, from the end consumer to the raw material producer, including reverse logistics. Supply chain execution (SCE) is the process of managing a supply chain, in essence, getting supply chain items where they need to go.

- A. **Procure and Deliver Goods and Services:** Procurement and delivery of goods and/or services operationalizes the supply chain design through the development and deployment of coordinated long-term and short-term planning for sourcing, acquisition, controlling, delivery, invoicing, and payment of goods and/or services.
- B. **Manage the Relationship with Supply Chain Partners:** Understanding the market and the critical roles played by both the upstream and downstream supply chain partners are important to the success of the Supply Chain. Tailoring, aligning and managing the relationships with the supply chain partners will enhance the performance of the entire supply chain.
- C. **Manage Reverse Logistics including Return, Recall, and End to Life:** Managing reverse logistics and reverse supply chains involves understanding that product returns, repair, remanufacturing, end of life, and related topics are organic elements in the overall supply chain management execution process. It is also important to understand how reverse supply chains allow opportunities for cost avoidance and revenue generation while enabling compliance with regulations regarding waste and hazardous materials.

Module-3: Supply Chain Improvement and Best Practices

Changing market requirements, new technologies, geopolitical shifts, weather-related factors, and changes in availability of resources require supply chains to be constantly evolving. Supply chains must be continually improving by gathering key performance data, analyzing current performance, and creating and implementing improvement plans. The supply chain should ensure compliance with existing standards, regulations, and apply sustainable best practices. Instead of only reacting to risk events, companies need to model, anticipate, and prevent risk.

- A. **Measure, Analyze, and Improve the Supply Chain:** Enhancing the competitiveness of a supply chain requires an understanding of the techniques and tools of continuous improvement and the appropriate application of each. It also requires an understanding of how to measure the performance and capabilities of the supply chain and how the communication of these findings can contribute to performance improvement.
- B. **Comply with Standards, Regulations, and Sustainable Best Practices:** Managing globally dispersed sources of supply and demand requires an understanding of the standards and regulations of the jurisdictions in which goods and funds flow. In addition, designing and operating a supply chain requires an understanding of the concepts of sustainable business practices and how to adapt and apply them to a specific supply chain.

C. **Manage Risk in the Supply Chain:** Risk is inherent in supply chains, and companies may go out of business due to a major risk event. Instead of only responding to risk events, companies must be able to model, anticipate, and prevent risk events. An understanding of the techniques to identify, mitigate, and manage risks is important for supply chain management and overall business success.

Chennai Batch

S.No	Batch	Date
1	Batch-I	24-Mar-2017 [Friday], 25-Mar-2017 [Saturday] & 26-Mar-2017 [Sunday]
2	Batch-II	28-Apr-2017 [Friday], 29-Apr-2017 [Saturday] & 30-Apr-2017 [Sunday]
3	Batch-III	23-Jun-2017 [Friday], 24-Jun-2017 [Saturday] & 25-Jun-2017 [Sunday]
4	Batch-IV	25-Aug-2017 [Friday], 26-Aug-2017 [Saturday] & 27-Aug-2017 [Sunday]
5	Batch-V	20-Oct-2017 [Friday], 21-Oct-2017 [Saturday] & 22-Oct-2017 [Sunday]

Certified in Logistics, Transportation and Distribution [CLTD]

Curriculum

Module-1: Logistics and Supply Chain Overview

Logistics refers to activities within a single organization and supply chains refer to networks of companies that work together. Also, traditional logistics focuses on activities such as procurement, distribution and inventory management. Supply Chain Management also includes marketing, new product development, finance, and customer service. Supply Chain is the network of organisations that are involved, through upstream and downstream linkages, in the different processes and activities that produce value in the form of products and services in the hands of the ultimate consumer.

- A. **Logistics Fundamentals:** It is important to understand the scope of logistics, including how it fits within the larger role of supply chain management and business strategy. The concept of trade-offs is used to show how the interconnected nature of the various areas of logistics, while a review of logistics' process flows puts things into a different perspective. Achieving the full value of logistics requires a balance between costs, customer satisfaction, and service levels. Emphasis is given to an understanding of why methods of accounting for logistics costs is important for logistics management and overall business success.
- B. **Logistics Strategy within the Supply Chain:** The many aspects of logistics strategy include altering tactics to account for product life cycle stages, finding the right balance between services and their costs, fitting in with existing organizational structures, developing strong relationships at the appropriate level, assessing strategic level risks including security, and designing the right key performance indicators to encourage desired behavior.
- C. **Lean Logistics:** Continuous improvement methodologies need to become ingrained in an organization's culture and strategies if they are to succeed. These methodologies should be addressed up front from the perspective of logistics' role in eliminating all forms of waste while maintaining high quality and designing supply chain agility. It is imperative that logistics functions be proactive in assessing the need for change and then realizing it. Methods of continuous improvement include lean logistics, agile systems, and the philosophy of six sigma.

Module-2: Capacity Planning and Demand Management

It's necessary to match overall portfolio demand with capabilities and capacity supplied by existing teams in the short-term, while shaping both the demand and supply sides of the portfolio for the long-term. Matching demand and supply looks deeper than just allocating resources to include the interactions between multiple sources of demand and the capabilities of the available teams. The result is more effective value delivery, aligned with overall business strategy by focusing on completing high-priority initiatives. Demand Management is responsible for redistributing capacity in order to ensure that critical services are not affected, or at least to minimise the impact on them.

- A. **Aligning Supply and Demand:** Logistics professionals need an understanding of the concepts behind forecasting, especially the resource-alignment tasks through which organizations develop forecasts by which logistics, manufacturing, purchasing, and other departmental plans are created.
- B. **Translating Demand into Capacity Planning:** Practitioners use forecasts or other demand information and translate it into high-level capacity plans for warehousing and transportation to deliver customer service at a consistent level.
- C. **Demand Management:** In its cross-functional interrelationships with sales, marketing, purchasing, and manufacturing operations, logistics works to orchestrate and coordinate demand and supply in order to resolve interface conflicts by systematically considering plausible trade-offs. This requires an understanding of processes including sales and operations planning (S&OP), master production scheduling (MPS), materials requirements planning (MRP), and distribution requirements planning (DRP).
- D. **Sourcing and Procurement of Inventory:** Logistics needs to closely coordinate its activities with procurement to ensure a stable source of supply at reasonable total logistics system costs. This involves the procurement processes of selecting suppliers and generating contracts with the appropriate terms and conditions, which ensure performance is adequately monitored and controlled.

Module-3: Order Management

Order management activities include a variety of tasks aimed at planning, designing, and controlling processes which manage and execute customers' orders. Order management is the administration of business processes related to orders for goods or services. At the core of these processes is customer relationship management since every decision and activity that logistics takes should be with the customer in mind.

- A. **Customer Relationship Management (CRM):** CRM is an important marketing philosophy that emphasizes all customers as being top priority, including internal customers or end consumers. By implementing the steps of a CRM process, relationships with key stakeholders can be optimized throughout each transaction.
- B. **Order Management:** Logistics professionals work closely with procurement specialists who source required materials and components from suppliers for the manufacture of products. Once the purchase order processing is completed, logistics confirms the goods received match the original order and a routing guide is used to assist in the multiple decisions that must be made. Logistics relies on systems, such as Electronic Data Interchange (EDI) and transportation management systems which enable order visibility to identify the status of any customer order and to coordinate complex inbound flows, intracompany movements, and outbound orders. Supplier and carrier performance is tracked and measured so that improvements can be made on an ongoing basis, making logistics more efficient and effective. Tailoring, aligning, and managing relationships with the supply chain partners will enhance the performance of the entire supply chain.

- C. **Customer Service Management (CSM):** Customer service management is the ability of an organization to meet the needs, inquiries, and requests from customers. Developing an effective customer service management strategy ensures that the seven rights of customer service will be achieved—the right product, the right quantity, the right condition, the right place, the right time, the right customer, the right cost. Customer service extends after the transaction by servicing products and providing parts. In order for logistics to further refine its service, customer feedback is gathered on processes, products, and customer satisfaction in order for improvements to be incorporated as best practices.

Module-4: Inventory and Warehouse Management

Inventory management systems are somewhat simpler, in that an inventory management system can give you an indication of the total amount of stock that you have for one specific storage location. Warehouse management systems, on the other hand, allow a company the ability to manage entire storage systems within a structure like a warehouse. A warehouse is a planned space for the storage and handling of goods and material. Inventory management is the practice overseeing and controlling of the ordering, storage and use of components that a company uses in the production of the items it sells. Inventory management is also the practice of overseeing and controlling of quantities of finished products for sale.

- A. **Inventory Management in Logistics:** To fulfill its basic functions, inventory resides at many points in the supply chain. Excessive levels of inventory creates additional costs for the organization and exposure to risk in fluctuations and changes in customer demand. Because of its critical impact on the bottom line, effective inventory management is now seen as a way to create value in the business. It is more imperative than ever to understand the unique role that inventory plays in the business strategy.
- B. **Inventory Management Methods:** Managing inventory effectively requires meeting competing goals to minimize inventory costs and maximize customer/consumer service. A clear understanding of what contributes to inventory carrying costs is, therefore, a prerequisite to crafting an appropriate inventory management strategy. These costs can be controlled through more effective approaches to inventory ordering that minimize the amount of time inventory resides in the pipeline, which reduces the risk of accumulating excess and potentially obsolete inventory.
- C. **Inventory Control:** Maintaining optimal inventory levels includes the related replenishment questions of “how much to order” and “how often to order.” The answers help create an inventory control approach that is both economical and service-oriented. Inventory control also requires deciding when to order, which in turn requires considering issues such as lead times, supply risk, and inventory review. Inventory control approaches focus on increasing the rate of inventory turn and helping the business capture the value of inventory investments more quickly.

- D. **Warehousing Strategy and Management:** Warehouse management strategy aims to deploy the firm's warehousing assets and skills to advance the business goals. The warehouse strategy must be aligned with the corporate strategy and objectives and also with the organization's supply chain strategy, which defines the role of each warehouse, including its location, size, and capabilities. The strategy is implemented through efficient and effective warehouse processes, a safe and efficient warehouse layout that supports warehouse operations, and the use of appropriate warehouse technology.
- E. **Packaging and Materials Handling:** The effectiveness of packaging is influenced by product characteristics, economic and environmental goals, and the need for safe and efficient materials handling during storage and transportation. Appropriate packaging unitizes, protects, and can help businesses accomplish a variety of performance utility goals.

Module-5: Transportation

Transportation moves goods and services across geographic lines, between where products are produced and where they are consumed, while allowing for competitive growth. At home and abroad, advances in transportation through technology and design have broadened the markets for both domestic and international competition.

- A. **Transportation Fundamentals:** Transportation systems connect the various supply chain components and must be properly managed and controlled with complete visibility and strong communication between multiple stakeholders and transportation managers. Proactive transportation management is critical to an efficient and economical operation and should be considered when a company plans organizational and supply chain processes. An integral part of logistics, the transportation process represents one of the largest portions of a logistics manager's budget.
- B. **Modes of Transportation:** Transportation consumes time, financial, and environmental resources. Understanding the characteristics of the different transportation modes enables managers to make appropriate selections based on relative modal performance in terms of speed, availability, dependability, capability, frequency, and cost. Intermodal transportation combines two or more modes to execute the shipment process, and represent a key means of transportation service.
- C. **Transportation Management:** Transportation management usually covers two areas: inbound and outbound flows. Transportation management's goal is to reduce transportation costs and increase delivery reliability through collaboration between all participants in the transportation transaction: carriers, providers, and non-vessel operating agents. Transportation managers must effectively manage the entire transportation process—from long-range strategies and operational planning to day-to-day execution.

Module-6: Global Logistics Considerations

For the global logistics manager, successful participation in international trade requires awareness and knowledge of a number of key components, including but not limited to:

- The infrastructure and systems of the countries to which it will export goods
 - the regulations which govern each country that its shipments will travel through
 - the customs clearing and documentation requirements for each shipment as dictated by each country and transportation mode used
 - an understanding of how it can reach mutual agreement on the terms of sale, methods of payment and finance terms trade participants; and
 - the process of determining the currency to be used for payment, transfer pricing and potential understanding of how free/foreign trade zones influences duties paid and total landed costs. Coordinating these international trade elements is an essential skill set for today's logistics professionals.
- A. **Infrastructure and System:** By identifying the macro environmental factors of global logistics that impact countries and organizations around the world, logistics professionals can be better prepared to manage their array of service providers, related transportation costs, and substitute product offerings. A variety of important international trade theories and practices, as well as discussion of the relative quality and quantity of transportation infrastructures across modes and countries provide a solid historical and geographic perspective of the many components that impact global trade today.
- B. **Regulations:** Virtually every aspect of international trade is governed by regulations created by the government of each country through which a shipment will pass. With most international transactions, product shipments typically pass multiple borders, thus increasing the complexity of required documentation, safety and security measures, and involvement of logistics and trade specialists. Trade agreements and trading blocs can be used to facilitate international trade by mitigating against some of these complex procedures. Navigating the various changing export restrictions and lists of restricted/denied parties requires a working knowledge of each country's current regulations, quotas, control lists, and end use certificates.
- C. **Customs Clearing and Documentation:** Today's logistics managers must be knowledgeable in preparing all the required documentation needed by customs to ensure that the customers' shipments arrive safely, securely, without damage, and on time at their final designation. Ease in using the Harmonized System Classification codes is vital to properly specifying the goods for export and each code assignment ultimately dictates the tariff rate charged for those products.
- D. **Finance and Payment Options:** Global trade can often associate with higher levels of financial risks as a result of the many unknown variables that can impact international transactions. All parties must evaluate their risk of exposure and identify which financing and payment options are most appropriate and amenable to the parties involved. There

must be agreement on all the terms of sale and the method and timeframe of payment. Familiarity with International Commercial Terms, also known as Incoterms®, is essential to clarifying and understanding how responsibilities are assigned between buyers and sellers in each transaction.

- E. **Currency and Tax Considerations:** Similar to the selection of terms of sale and financing, global trade participants must decide which currency will be most appropriate for payment, based on the convertibility of the selected currency and the risk of fluctuation. As trade participants individually strive for sustained profitability, this must be appropriately balanced with levels of risk exposure between buyers and sellers. Related options such as use of foreign trade zones and transfer pricing can lessen or mitigate these risks exposures.

Module-7: Logistics Network Design

The warehouse and transportation network design enables supply to be delivered effectively. It involves the location of warehouse, types of warehouse and automated decision tools. Risk management helps logistics team to minimize uncertainty and ensure to provide reliable results within the organization.

- A. **Facilities Planning:** Several factors need to be weighed to determine the proper location, number, and type of warehouse facilities given the trade-offs with transportation. This requires a detailed analysis of transportation and distribution requirements, while understanding the key trade-offs inherent in planning and deploying an optimized network.
- B. **Distribution Network Design:** Logistics professionals should follow a process to make the complex activities of network design easier to navigate, including understanding the various factors to consider when selecting a particular facility location. Distribution network design involves employing modeling techniques, such as heuristic, optimization, and simulation tools designed to help find the right balance among the competing needs of the multiple stakeholders involved in a modern logistics network.
- C. **Risk Management:** Risk management is a vital part of network design and must be included in order to make the network resilient and resistant to customer, financial, regulatory, security, hazard, business interruption, and other types of vulnerabilities. It is important for logistics professionals to learn the risk management process for identifying, prioritizing, and appropriately responding to each risk. These plans can include prevention or mitigation plans, as well as providing business continuity if a risk event occurs. Logistics requires an understanding of the types of insurance that can be acquired and the associated benefits and limitations. The amount of insurance obtained needs to be measured against risk levels to make sure that the investment in insurance is appropriate for the business situation.

Module-8: Reverse Logistics and Sustainability

Reverse logistics by definition includes processes such as remanufacturing, refurbishment, recycling, reuse, and asset recovery, engaging in reverse logistics activities guarantees companies a certain level of green. Companies around the globe use reverse logistics to manage their product returns in ways that actually turn the reverse flows into quantifiable value streams that not only contribute to the profitability of the organization, but also strengthen its triple bottom line (TBL) and its commitment to sustainability and social responsibility. These efforts make the organization more attractive to customers, suppliers, other supply chain participants, and to shareholders who value green initiatives, reduced carbon footprints and wiser usage of the world’s finite resources. A reverse logistics strategy provides a path for removing the existing equipment to make way for the next era of equipment in the case of end of life products or new upgrades.

- A. **Reverse Logistics:** Logistics is involved in deciding if the firm’s reverse logistics strategy can be handled internally by creating a central returns center or by hiring a third-party provider to coordinate the activities. These activities may include recalls, overstocks, reuse, refilling, repairing, remanufacturing, refurbishing, recycling, repurposing, recovery, and disposal. The firm must carefully weigh the benefits and challenges it will encounter for each of these sub-processes and develop a comprehensive strategy to master and manage its reverse flow processes and the value stream which will contribute positively to the organization’s bottom line.
- B. **Sustainability:** Logistics plays a critical role in demonstrating social responsibility that is valued by its customers, shareholders, and the community. It can impact each dimension of social responsibility, safety, human rights, diversity, philanthropy, and ethics, by implementing specific tactics in its operations. With these targeted efforts and sustainability initiatives, logistics will impact the organization’s triple bottom line (TBL) which measures their economic, social, and environmental impact. A commitment to sustainable processes and practices and choosing suppliers and other supply chain members according to those requirements will help the organization be a good environmental steward for the long-term.

Chennai Batch

S.No	Batch	Date
1	Batch-I	08-Mar-2017 [Wednesday], 09-Mar-2017 [Thursday] & 10-Mar-2017 [Friday]
2	Batch-II	10-May-2017 [Wednesday], 11-May-2017 [Thursday] & 12-May-2017 [Friday]
3	Batch-III	12-Jul-2017 [Wednesday], 13-Jul-2017 [Thursday] & 14-Jul-2017 [Friday]
4	Batch-IV	13-Sep-2017 [Wednesday], 14-Sep-2017 [Thursday] & 15-Sep-2017 [Friday]

Certified in Production & Inventory Management [CPIM]

Curriculum

Module-1: Basics of Supply Chain Management

The basic concepts in managing the complete flow of materials in a supply chain from suppliers to customers are covered in the Basics module. This module covers manufacturing, distribution, service, and retail industries. This includes the fundamental relationships in the design, planning, execution, monitoring, and control that occur. Knowledge of the material in this module is assumed as a prerequisite for the other APICS CPIM modules, which cover similar topics in much greater depth. Topics include:

1. Understanding basic business wide concepts, including understanding various supply chain environments
2. Managing demand, including markets and customer expectations
3. Designing products, processes, and information systems
4. Understanding supply issues including inventory costs, functions, and metrics

Module-2: Master Planning of Resources

Explore and be able to apply the principles of demand management, sales and operations planning, master scheduling, and distribution planning, and to identify conditions that require action. This module evaluates knowledge of both supply and demand planning for mid- to long-term independent demand. Topics include:

1. Recognizing all demands for goods and services to support the marketplace
2. Bringing together all the plans for the business
3. Disaggregating the production plan into an executable schedule
4. Planning the distribution network and replenishment

Module-3: Detailed Scheduling and Planning

Acquire a working knowledge of the tools and techniques for planning of inventory, including planning techniques such as MRP, CRP, lean, TOC, and projects. Understand the effect of using each technique; know standard measurements for inventory, materials, capacity and supplier performance; and recognize when to escalate issues. Topics include:

1. Managing inventory, planning material requirements, planning capacity requirements, and procurement and supplier planning
2. Recognizing the importance of supply chain management and deploying supply chain strategies related to scheduling, planning, and sourcing
3. Translating product-level plans and schedules generated at the master planning level into requirements that can be procured or produced
4. Bridging the master planning area with the execution and control function
5. Planning, scheduling, resource allocation, and implementing projects that are used to manage the supply of products and services

Module-4: Execution and Control of Operations

Learn to translate plans into operational activities and define and apply techniques in the operations field. Topics include:

1. Comparing actual output to plans and taking appropriate corrective actions
2. Communicating ideas in a group setting and instructing others in tasks
3. Creating operational solutions in the face of competing resources
4. Explaining the release of work and reporting performance through data collection
5. Understanding the execution of quality initiatives and continuous improvement plans
6. Evaluating trade-offs and participating in design decisions

Module-5: Strategic Management of Resources Module

Move your learning to the next level through the SMR module that includes higher-level thinking or strategic planning and implementation of operations. This includes an understanding of how market requirements drive the resources and processes of an organization. Topics include:

1. Understanding concepts that require a combination of elements and higher thinking within the entire CPIM body of knowledge
2. Knowing the relationship of existing and emerging processes and technologies to operations and supply chain functions
3. Understanding various business environments
4. Knowing how business strategies are developed and how operation strategies are implemented

Chennai Batch

S.No	Batch	Date
1	Batch-I	19-Apr-2017 [Wednesday], 20-Apr-2017 [Thursday] & 21-Apr-2017 [Friday]
2	Batch-II	07-Jun-2017 [Wednesday], 08-Jun-2017 [Thursday] & 09-Jun-2017 [Friday]
3	Batch-III	09-Aug-2017 [Wednesday], 10-Aug-2017 [Thursday] & 11-Aug-2017 [Friday]
4	Batch-IV	22-Nov-2017 [Wednesday], 23-Nov-2017 [Thursday] & 24-Nov-2017 [Friday]

**Professional Certification from Product Development and Management
Association [PDMA], USA**

New Product Development Professional [NPDP]

Curriculum

Module-1: Overview and Opportunity Identification/Selection

- Why Is this Important Field of Study? What's Special about This field, from the Participant's Viewpoint?
- OK, So What Is a New Product and What Leads to Success?
- What about New Services, Business-to-business Products, and International Products?
- On What Basic Ideas or Concepts Is This Field of Activity Built?
- Don't Most Real Innovations Come from Small Firms and Inventors?
- Is New Products Management an Art or a Science?
- Does This Field of Activity Have a Unique Vocabulary?
- Does the Field of New Products Offer Careers?

Module-2: Winning Is Everything

- New Products Warfare
- New Products: The Key to Corporate Prosperity
- Beating the Odds
- What's New about a New Product?
- Performance and innovativeness

Module-3: Opportunity Identification and Selection: Strategic Planning for New Products

- Why Have Strategic Planning?
- A Strategy for a "Company within a Company?"
- New Product Strategy Inputs
- The Product Innovation Charter
- A Word on How to Prepare a Product Innovation Charter
- The New Product's Strategic Fit

Module-4: New Products: Problems and Pitfalls

- Skeletons in Our Closets
- Analyzing Failure
- Our Projects Studies: Why New Products Fail
- What really happens in Typical New Product Projects?
- A Step-by-Step Description
- Quality Is Missing
- Where the Resources Are Spent
- Problems and Pitfalls
- From Losers to Winners

Module-5: What Separates the Winners from the Losers?

- The Right Products Right
- The Keys to New Product Success
- Success Versus Failure
- Winners Versus Losers: Mores Recent New Prod Studies
- Benchmarking Studies of Best Practices
- What Makes A Winner?

Module-6: Lessons for Success: The Critical Success Factors

- Fifteen Critical Success Factors
- Toward a Stage-Gate® New Product Process

Module-7: The New Products Process

- The Highlighter Saga
- The Basic New Products Process
- The Concept Life Cycle
- Speeding the Product to Market
- Techniques for Speeding Time to Market
- Risks and Guidelines in Speeding to Market
- What about New Services?
- What about New-to-the-World Products?
- Closing Thoughts about the New Products Process

Module-8: The New Product Process: The Stage-Gate Game Plan

- Stage-Gate Systems
- Seven Goals of a New Product Process
- Managing Risk
- The Stage-Gate Process- An Overview of the Stage-Gate Process
- What the Stage-Gate Process is Not!
- Built-in Success Factors
- Speeding Up the Process: The Third-Generation Process

Module-9: Discovery: The Quest for Breakthrough Ideas

- The Discovery Stage: Ideation
- A Strategic Outlook-Look for Disruptions in Your Customer's Industry
- Use Voice of Customer Research to Uncover New Opportunities
- Work with Lead or Innovative Customers Fundamental Research Breakthroughs – Changing the Basis of Competition
- Harness the Creative Ability of Your Entire Organization

Module-10: The Early Game: From Discovery to Development

- On to Stage 1: Scoping
- On to Stage 2: Building the Case On to Development

Module-11: Picking the Winners: Effective Gates and Portfolio Management

- The Right Projects Right
- Three Approaches to Project Selection: A Quick Look
- Popularity, Strengths and Weaknesses of Project
- Selection Methods
- A Closer Look at Benefits Measurement Approaches
- A Closer Look at Economic Models
- Designing the Go/Kill Decision Points
- The Gatekeepers

Module-12: Preparation and Alternatives

- Preparation
- The Removal of Roadblocks
- The Concept
- Two Basic Approaches
- Important Sources of Ready-Made New Product Ideas

Module-13: Problem-Based Ideation: Finding and Solving Customers' Problems

- The Overall System of Internal Concept Generation
- Gathering the Problems
- Solving the Problems

Module-14: Analytical Attribute Approaches

- Introduction and Perceptual Mapping
- Understanding Why Customers Buy a Product
- Gap Analysis

Module-15: Analytical Attribute Approaches: Trade-off Analysis and Qualitative Techniques

- Trade-off Analysis
- Qualitative Techniques
- Dimensional Analysis
- Checklists
- Relationships Analysis

Module-16: Product Protocol

- Purposes of the Protocol
- Protocol's Specific Contents
- Protocol and The Voice of the Customer
- Protocol and Quality Function Deployment (QFD)

Module-17: Design

- What Is Design? The Role of Design in the New Products Process
- Product Architecture
- Industrial Design and the Industrial Designer
- Prototype Development
- Managing the Interfaces in the Design Process
- Improving the Interfaces in the Design Process
- Continuous Improvement in Design

Module-18: The Concept Evaluation System

- What's Going on in the New Products Process?
- The Cumulative Expenditures Curve
- Planning the Evaluation System
- The A-T-A-R Model
- When Do We Get the Figures for the A-T-A-R Model?
- Further Uses of the A-T-A-R Model

Module-19: Development, Testing and Validation

- Development
- Seek Customer Input Throughout the Development Stage
- Shortening Development Times
- Parallel Actions During Stage
- Testing and Validation

Module-20: Concept Testing

- The Importance of Up-Front Evaluations
- Market Analysis
- Concept Testing and Development
- Considerations in Concept Testing Research
- Analyzing Research Results

Module-21: The Full Screen

- Setting
- Purposes of the Full Screen
- The Scoring Model

Module-22: Sales Forecasting and Financial Analysis

- Sales Forecasting for New Products
- Problems with Sales Forecasting
- Actions by Managers to Handle These Problems
- Use the Life Cycle Concept of Financial Analysis

Module-23: Development Team Management

- What Is a Team?
- Structuring the Team
- Building a Team
- Managing the Team

Module-24: Product Use Testing

- The Role of Marketing during Development
- Why Do Product Use Testing?
- Is Product Use Testing Really Necessary?
- Knowledge Gained from Product Use Testing
- Decisions in Product Use Testing

Module-25: Strategic Launch Planning

- The Strategic Givens
- Revisiting the Strategic Goals
- Strategic Platform Decisions
- The Target Market Decision
- Product Positioning
- Creating Unique Value for the Chosen Target

Module-26: Implementation of the Strategic Plan

- The Launch Cycle
- Launch Tactics
- Alliances
- A-T-A-R Requirements

Module-27: Market Testing

- The Market Testing Decision
- Methods of Market Testing
- Pseudo Sale Methods
- Controlled Sale Methods
- Full Sale Methods
- Wrap-up on Market Testing Methodologies

Module-28: Launch Management

- What We Mean by Launch Management
- A Sample Launch Management Plan
- Launch Management and Knowledge Creation
- Product Failure

Module-29: Public Policy Issues

- Bigger Picture: A Cycle of Concerns
- Business Attitudes toward Product Issues
- Current Problem Areas
- Product Liability
- Environmental Needs
- Product Piracy
- Worthy Products
- Morality
- Monopoly
- Personal Ethics
- The Underlying Residual Issues
- What Are New Products Managers Doing about All This

Module-30: The Final Play - Into the Market

- The Marketing Plan
- Setting marketing Objectives
- The Situation Size-Up
- Defining the Target Market
- Product Strategy
- The Supporting Elements of the Market Launch Plan
- Advertising and Marketing Communications:
- Getting the Message Across
- Sales Force Decisions
- Other Supporting Strategies

- Marketing Planning and the Stage-Gate New Product Process
- The Final Step: The “Financials”

Module-31: Implementing the Stage-Gate New Product Process in Your Company

- Let’s Implement Stage-Gate
- The Nature and Use of the New Product Process Designing and Implementing a Stage-Gate Process
- Stage 1: The Foundation; Defining the Process Requirements
- Stage 2: Detailed Design of Your Stage-Gate Process
- Stage 3: Implementation
- Ten Ways to Fail!
- A Final Thought on Implementation

Module-32: A Product Innovation and Technology Strategy for Your Business

- The Importance of a Product Innovation Strategy for your business
- What Is a Product Innovation Strategy?
- Why Have a Product Innovation Strategy at All?
- The Evidence in Support of a Strategy
- The #2 Cornerstone of Performance: A Clear and Well-Communicated New Product Strategy for the Business
- Strategy Types :Prospectors, Analyzers, Defenders, Reactors
- Winning Product Innovation Strategies and Their Performance Impacts
- Developing a Product Innovation Strategy for Your Business: Setting Goals
- Defining Target Arenas for Your Business
- Prioritizing: Defining the Spending Splits
- Developing Key Attacks
- Key Points for Management
- Putting Your Product innovation Strategy to Work
- Some Final Thoughts on New Product Strategy

Online Batch

S.No	Batch	Date
1	Batch-I	03-Mar-2017 [Friday]
2	Batch-II	02-Jun-2017 [Friday]
3	Batch-III	01-Sep-2017 [Friday]
4	Batch-IV	01-Dec-2017 [Friday]



Trainers

Mr. Venkadesh Narayanan is the Principal Consultant at Fhysics Business Consultants Private Limited and President at Product Development and Management Association (India) - An Indian affiliate of PDMA, USA. He is a Mechanical Engineer and an MBA with over 20 years of experience in Consulting, Business Analysis and Process Improvement. Mr. Narayanan is a former member of Indian Civil Services [IRAS 2000 Batch] and served at Indian Railways, Larsen & Toubro – ECC, Siemens (USA), Euro-Pro LLC (USA) and Latex International (USA) prior to joining Fhysics. He is also functioning as an Approved WAREX Assessor for Confederation of Indian Industry – Institute of Logistics.

Mr. Narayanan is also a member of several professional bodies and holds the below certifications:

Certified Business Analysis Professional™ (CBAP®), IIBA®, Canada

Certified PMI - Professional in Business AnalysisSM (PMI-PBA®), USA

Certified Professional in Requirements Engineering (CPRE-FL), IREB®, Germany

Certified Supply Chain Professional (CSCP), APICS, USA

Certified Packaging Professional (CPP), IoPP, USA

Certified Business Process Professional (CBPP), ABPMP, USA

Certified in Production and Inventory Management (BSCM), APICS, USA

Certified in Lean from Society of Manufacturing Engineers, USA

Certified in Six Sigma from Motorola University, USA

Certificate in Hospital Management, Sankara Nethralaya, Chennai

LinkedIn Profile: <http://in.linkedin.com/in/venkadesh>

Mr. Vikram Sivaraman is the Assistant Vice President [Business Analysis] whose qualifications include a Master's degree in Communication Engg, Business and Administration; and working knowledge in Education, IT, Banking and Finance, Hospitality and Telecom domains. He is a trained and working practitioner in the Business Analysis. 8 years of industrial experience having worked in different roles as RF Engg. in a leading Telecom MNC (Huawei Telecom), team-member of successful commercial GSM launch projects like Reliance, IDEA and BSNL and Retail Analyst in NZ, Senior Business Consultant for SharePoint (SP) related Projects in Construction & Supply Chain, FMCG, Entertainment and Health-Care & Trainer in the area of Business Analysis and Business Analytics trainings for Corporate and Educational Institutions.

He holds the below certification:

Certified Professional for Requirements Engineering (CPRE-FL), IREB®, Germany

Certification in Project Management (CPM), Loyola Institute of Business Administration (LIBA)

LinkedIn Profile: <https://in.linkedin.com/in/vikramsivaraman>

Mr. Jegan Jayabal is the Asst. Vice President [Product Development] at Fhysics Business Consultants Private Limited and President at Product Development and Management Association (India) - An Indian affiliate of PDMA, USA. He has done his BE in Mechanical Engineering and served as a lecturer for one year before pursuing his MBA. He is specialized in operations and finance and then went on to work as a Personal banker in Retail Branch Banking in HDFC Bank. He has completed Master Diploma in Mechanical CADD and undergone projects like Cost sheet analysis in GB engineering Pvt Ltd and Time Study analysis of a windmill to improve its Production efficiency in Velmurugan Industries, Trichy. He had retail experience of two years as an Operations Manager and has been assisted for developing ERP software. He conducted various events and seminars in new product development across various colleges encouraging the students to induce their knowledge in New Product development.

Mr. Gokul Selvaraj is the Business Consultant at Fhysics Business Consultants Private Limited. He had done his undergraduate degree in Engineering at PSG Tech Coimbatore and completed ME in Anna University Chennai. Previously he had been trained and worked as GET in a leading logistics and supply chain company called Allcargo Logistics Ltd, located at Mumbai. Currently, he is working as a business consultant in Fhysics Business Consultants Ltd. He had worked in areas like engineering, marketing and management. He is experienced in gathering data and analysing various business issues and proposing solutions. He is specialized in preparing business plans for start-ups and new venture acquisitions.



Testimonials

Testimonial from Commissionerate of Municipal Administration, Govt. of Tamil Nadu

G.PRAKASH, I.A.S.,
Commissioner of Municipal
Administration



Ezhilagam Annexe, 6th floor,
Chepauk,
Chennai 600 005.
Phone No.044 - 28513259

Date: 16.03.2016

To whom so ever it may concern

Sub: Letter of appreciation for the Enterprise Analysis
Training conducted for Municipal Commissioners,
Engineers and Joint Directors in Chennai -
Regarding

On behalf of Commissionerate of Municipal Administration (CMA), we would like to extend our appreciation for the workshop conducted by Mr.Venkadesh Narayanan, Principal Consultant at Fhysics Business Consultants Private Limited on Enterprise Analysis to all the Municipal Commissioners, Engineers (Pallavaram, Anakakputhur, Maraimalainagar, Sembakkam, Avadi, Poonamallee & Tiruverkadu) and the Joint Directors in and around Chennai.

During this workshop the topics such as What is Enterprise Analysis, Vision and Goals, Business Proposal, Business Case, Defining a Need / Problem / Opportunities and Requirements & Technical Specifications and its influence on Tender Process were discussed with case studies. The session was conducted in alignment with the Body of Knowledge recommended by International Requirements Engineering Board (IREB), Germany.

The participants gained a sound understanding on the role of Requirements Engineering in the Software and Machinery procurement in Government Departments. Mr.Narayanan presented this topic in a very interesting manner with the aid of stunning presentations. The content delivery also demonstrated the strong understanding of the Government Domain and processes. On the whole, it was a very purposeful workshop, which refreshed the knowledge of all the participants.


(G.PRAKASH)

Commissioner of Municipal Administration

To

Mr.Venkadesh Narayanan,
Principal Consultant
Fhysics Business Consultants Pvt. Ltd.,
Level-5, Tamarai Tech Park,
TVK Industrial Estate, Inner Ring Road,
Guindy, Chennai 600 032.

Testimonial from TNeGA

S. NAGARAJAN, IAS
Director of e-Governance
Directorate of e-Governance
Government of Tamil Nadu
Chennai – 600 018



Off: (044) 24336643
Fax: (044) 4424337381
E-Mail: s.nagarajan@nic.in

Date: 21/06/2016

To Whom So Ever It May Concern

I am pleased to pen down that Mr. Venkadesh Narayanan, Mr. Vikram S, Ms. L. Bharathi and Mr. M. Anbarasan of M/s. Fhysics Business Consultants' Private. Limited, Chennai – 600032, have conducted a training programme on Business Analysis / Requirements Engineering for the Assistant System Engineer / Assistant System Analyst of this office.

During the above training programme, it has been found that the trainers adopted an innovative pedagogy in imparting practical training and made it as an interactive session. The mentoring sessions were extremely good in strengthening one's inner-self to overcome any doubts and fears in this challenging role as a Business Analyst / Requirements Engineer. All the presentations during the entire training program have enabled our team to understand the role that a BA / RE plays in an organization and how to create and add value to the goals and objectives of the organization.

The role plays, especially on System & Context Boundaries, the presentations, the case studies & assessments provided were more than enough simulation for the workplace environment, helping to build the confidence and further to enhance the day-to-day work related activities in the department as well to interact with our vendor companies. The mentorship by the M/s. Fhysics team has created and infused a positive vibe and excitement among our team to explore newer paths with better usage of models, tools and techniques from Business Analysis Body of Knowledge [BABOK®] of International Institute of Business Analysis [IIBA®], Canada and Requirements Engineering framework of International Requirements Engineering Board [IREB®], Germany.

The overall feedback received from the participants of the training programme is overwhelming and I am happy to place it on record that it has been a wonderful experience for our team to undergo this type of training and I would strongly recommend M/s. Fhysics Business Consultants Pvt. Ltd. to anyone wanting to attend a world class training to their Business Analysts / Requirements Engineers based on best practices adopted from IIBA®, Canada and IREB®, Germany.

I look forward to see many more such associations with M/s. Fhysics Business Consultants Pvt. Ltd. in the future.

S. Nagarajan
21/6/16
(S. NAGARAJAN)

To
Mr. Venkadesh Narayanan,
Principal Consultant,
M/s. Fhysics Business Consultants Pvt. Ltd.
Level-5, Tamarai Tech Park, TVK Industrial Estate,
Chennai - 600 032

Testimonial from Attune Technologies, Health Care



21/01/2016

To whomsoever it may concern

Sub: Letter of Appreciation- Reg.

On behalf of Attune Technologies Private Limited we would like to extend our appreciation for the time invested by Fhysics Consultants' team for sharing their wonderful expertise, time and training our team of Business Analysts, Quality Analysts and Implementation Specialists primarily into Health care domain.

Your methods of presentation: through real-time practical concepts taught to our members was very interactive. The training has set a bench mark for our team members to craft, deliver and think much better in an international Business Analysis (BA) framework to deliver consistent standards and results to our clients. Your thorough handouts with necessary templates during the sessions customised to our organisation needs further aided our team members to better see successes both with our clients and also attain international BA Certification Credentials.

The team from Attune enjoyed working with you and looks forward to future opportunities to best utilise your BA expertise.

As well, we heartily recommend Fhysics' Consultants to other organisations who desire a professional, energetic and experienced presenters for Conferences, Work Shops or other corporate trainings in similar capabilities where education and professionalism are required. Fhysics has truly been a wonderful trainer partner for Attune Technologies.

Sincerely,

A handwritten signature in black ink, appearing to read "Devapriya S", is written over a light blue horizontal line.

Devapriya S

Senior Product Manager

Attune Technologies Private Limited

M/s ATTUNE Technologies Private Limited, (Regn No: U72200TN2008PTC069070)

Registered Address: 7th Floor, Lotus Tower, 85 Anna Salai, Guindy Chennai - 600 032, Tamil Nadu.
Tel: +91 44 4351 2346 E-mail: contact@attunelive.com Website: www.attunelive.com
© All Rights Reserved.



Other Testimonials

Sudha Ganesh

Project Management Professional at General Motors Detroit Area, United States

Venkadesh Narayanan is a senior consultant and professional instructor of Fhysics Business Consultants Private Limited. I took a 3 month class taught by him. He is very experienced and brought several real world scenarios to illustrate key Business and Enterprise Analysis concepts. He is well organized in his delivery of training, available of clarification of understanding of students. My efficiency as a Senior BA has increased because of my interaction with him.

Ronil Bhindi

Service Manager at New Zealand Ministry of Justice, New Zealand

A well accomplished training institute with experienced business consultants who possess significant practical experience. This is something which radiates in the use of practical examples in teaching the course contents. The depth of their understanding and ability to welcome questions and accordingly provide relevant answers is commendable. I would recommend Fhysics to anyone who wishes to progress their careers in the field of business analysis and thereby learn the necessary techniques to master business analysis. Your investment will not go to a waste.

Dr Krishnan Raman

General Manager (Tissue Culture Division) at Godrej Agrovet Ltd, Hyderabad

I was really fortunate to have attended the training session conducted by an eminent teacher like Mr Venkadesh Narayanan. His method of teaching and convincing the participants extraordinary. Simple tools and techniques were employed to provide useful and practical training on the basic concepts of Business Analysis. The whole programme gave me valuable insights about the methodology and application of BA and motivated me to prepare for appearing for CBAP certification programme. I am really grateful to Mr Venkadesh for his profound interest for his student's aspirations to become a professional Business Analyst.

Indraneel Chatterjee

Assistant Manager-Business Analyst at HSBC Electronic Data Processing India Pvt. Ltd

He has stretched my thoughts for my greater achievements. His personal, professional values and approach will set examples to many people. My best investment in Fhysics not only in money but also in time. I have great respect for this person. Great to be part of Venkadesh's CBAP webinars! They are extremely useful for all aspiring CBAP candidates. Always a pleasure to be professionally associated with a consummate professional of great calibre! Highly recommend to all others. Excellent trainer, excellent examples and very positive.

Vijay Mehetre

Business Analyst-System & Application Management at SKODA AUTO INDIA PVT. LTD

When I have planned to do the Business Analysis (CBAP) certification, i came to know about the Mr. Venkadesh Principal Consultant at Fhysics Business Consultant Pvt. Ltd. Mr. Venkadesh clarified all my queries about the BA certification & impressed me to join certification course. During training sessions i found below strong & good points about him are: In-depth knowledge of Business analysis & concepts Explanation on the concepts are very clear, precise & also based on the real-time scenario & examples. Online & Training materials provided by him are very good. Great Time Management by him & His team. Great Management of Virtual Classes. He is such a genuine person in handling unknown persons too & making Comfortable to us. I am very much happy that he is my Trainer for BA course. I would recommend candidates BA course or CBAP certification at Fhysics & have mentor like Mr Venkadesh.

Meena Goel

Principal Consultant at Ma Foi Connecting Dots Advisory Private Limited, Chennai

I had a very good experience in learning Business Analysis from Mr Venkadesh Narayanan at Fhysics. His concepts are clear, and my take away was the clear understanding of the subject and ability to apply it in my work. Thanks !! Mr Venkadesh for imparting the tasks, techniques patiently.

Shankar Sharma

Business Analyst at Thomson Reuters, Bangalore

Venkadesh is highly knowledgeable person. I also thank & always appreciate the team efforts shown to students who join the Fhysics and support they provide is highly commendable. You are doing a good job with many Individual careers by providing the right directions and team is always cooperative and approachable.

Poonam Shakya

Business Analyst/Scrum Master at Phoenix Staff, Inc., United States of America

It's my pleasure to write a recommendation for Mr. Venkadesh Narayanan (Fhysics Business Consultants Pvt. Ltd), who provided me the required training and consultation for IIBA certification. His excellent command over the subject and the ability to address the need of each student made him an outstanding professional in IT consulting field. He was very clear about the concepts and was able to explain to them effectively by relating them to real project scenarios. As a BA I was able to relate to all his examples cited by him. He has a very good team working with him who is very prompt in replying with solution to any queries raised. I am definitely going to hire him for my other certifications in future.

Venkata Subramanian M

Project Delivery Manager at MITOCHON TECHNOLOGIES PVT LTD, Madurai

Mr. Venkadesh Narayanan is a remarkable individual. Thanks for the opportunity to describe about this magnificent person professionally. His presentation was dynamic and informative. Never kept the trainees boring. He gave loads of practical examples related to business analysis. His dynamic energetic delivery kept me alert and informative. He nearly spoke for 10 hours a day with two days training with same energy whole day. His online presentations are outstanding; I am greatly pleased with the carefully developed materials. He is such a dedicated person with long term vision in his eyes. More than the result he concentrates mainly on process that gives him the desired result or output. Process person. The training was excellent and most positive and productive training that I have received. He absolutely cares what trainees do and share their experience and insights with them. There were diverse group of people and sharing their knowledge and talents with everyone.

Abhijit Deshmukh

Business Analyst at Extentia Information Technology, Pune

Venkadesh is extremely passionate about Business Analysis and has an amazing skill-set to mentor CBAP applicants with the help of practical examples. His training workshops are extremely fruit-full with an assurance of enormous amount of takeaways that help Business Analysts in their day to day life.

Thomas George

Test Architect at Barclays Technology Centre India Limited, Pune

I had attended the workshop conducted by Mr. Venkadesh and I am extremely satisfied with the way the session was conducted. It was an eye-opener on many topics and aspects for all the BAs in the session. I am sure the training and knowledge shared would help me become a better BA. Last but not the least, I would recommend BAs to attend the program to enrich their skill sets.

Karrthik Ganesan CBAP

Product Analyst at Expertus, Chennai

I have undertaken a certification program training for CBAP under Mr. Venkadesh who was the faculty for this program. Mr. Venkadesh's training is very effective and complete with lot of real world examples and scenarios which helped me in gaining a lot of insight through this program. I wish him the best!

Anandha Raj Jeyabal Mariappan

Requirement Analyst and Designer at HTC Global Service, Chennai

Of all the training (workplace/offline) I have had in the last few years, Venkadesh's CBAP training stands out as the best. The quality of the training along with the knowledge and insight of Venkadesh was outstanding. Venkadesh was able to shed some real Business Analysis skills not just test knowledge. What impressed me was the presence, clarity of subject matter, ability to keep students engaged, and overall professionalism. Progress through the course was inclusive, getting everyone into the subject and utilize a consistent set of techniques and vocabulary. The courses are structured in such a way that we can apply the techniques, concepts and principles immediately in the real world. Fhysics team was extremely flexible in developing customized training plans based on my work schedule. Materials provided are all of the highest quality. I would recommend Venkadesh and his Fhysics team to any individual or organization seeking results driven training and guidance with regard to Business Analysis.

Suchitra Viswanathan

Senior Java Consultant / Analyst at Virgin, Australia

I attended the CBAP session by Venkadesh. He explained every concept in the BABOK guide in great detail in a more exciting way with many practical examples. He walked me through the various Do's and Dont's of business analysis. He has a great passion for teaching and makes every effort to make us understand the concepts well. I recommend anyone who would like to enhance their career in business analysis to have a chat with him and attend his course to get positive results.

Ananthkrishnan K

TA at Infosys

I did the Business Analysis course with Fhysics and the classes offered were very highly informative. Venkadesh exhibits a thorough knowledge on the Business Analysis topics during the classes and excellent command on the CBAP exam. The real life examples mentioned during the classes helps easy understanding of the concepts. The classes provided an insight into each of the BA knowledge areas and helped me sail through the CBAP exam with ease. Thank you Venkadesh.



Companies Participated



Contact

To organize an Executive Development Program at your organization please contact us:

Address

Fhysics Business Consultants Private Limited

Level-5, Tamarai Tech Park, TVK Industrial Estate, Guindy, Chennai – 600 032

Phone

+91-900-304-9000 | 900-305-9000 | 900-306-9000

Email

cs@fhysics.net

Website

www.fhysics.com

Physics Business Consultants Private Limited
