

# MANAGEMENT DEVELOPMENT INSTITUTE MURSHIDABAD

## ONLINE MANAGEMENT DEVELOPMENT PROGRAMME

### ON

### COST BEHAVIOUR, ANALYSIS AND OPTIMIZATION

8<sup>th</sup> & 9<sup>th</sup> February 2024 | 11.00 AM TO 1.00 PM & 2.00 PM TO 4.00 PM



#### OBJECTIVES

The different types of costs, their behaviour will help to show how changes in a company's operating volume affect these costs. Analysing of a company's costs and sales to explain how different operating strategies affect profit or loss. Managers use this type of analysis to forecast what will happen if changes are made to costs, sales volume, selling prices, or product mix. They then use these forecasts to select the best business strategy for the company. They will also optimize the cost for better performance.

#### THE TARGET PARTICIPANTS

Any department any levels of managers

#### LEARNING OUTCOMES

- Analyze cost behavior.
- Analyze cost-volume-profit relationships.
- Cost optimization techniques

#### Specific Learning Outcomes

- Analyze and identify different types of cost behavior.
- Compute the contribution margin.
- Compute the break-even point for a company in dollars and units.

- Analyze business decisions using cost-volume-profit analysis.
- Cost optimization techniques

#### PROGRAM CONTENT

- What is cost of production
- Types of costs
- Identify the purposes of cost volume profit analysis
- Explain how the contribution margin income statement is used for cost volume profit analysis
- Application of CVP analysis to take decision.
- Cost optimization techniques

#### PEDAGOGY/ METHODOLOGY

Lectures with case studies and with few games.

#### VENUE AND DURATIONS

The programme will be held online through Zoom platform **8 & 9 February 2024**. All participants will be awarded with an e-certificate with digital signature by MDI Murshidabad upon successful completion of the programme.

#### REGISTRATION AND PROGRAM FEES

The program fees will be "Rs. 5000/- +GST (18%)

Registration Link: <https://forms.gle/AxZJfFnk7egyo389>

• No refund of Course Fees but substitute allowed.

The program fees can be paid through bank transfer as per the bank details given below:

**Account Name:** MANAGEMENT DEVELOPMENT INSTITUTE SOCIETY

**Bank Name:** State Bank of India

**Account Number:** 33987582978

**IFSC Code :** SBIN0012355

The payment can be made through our website also

Link: <https://www.mdim.ac.in/online-mdp-registration>

(Please share the transaction details for verification purposes after making payment)



## PROGRAM DIRECTOR



### Dr. Paroma Mitra

Assistant Professor, Economics

Dr. Paroma Mitra is Area Chairperson of Economics area and Chairperson of CSR committee. She did Ph.D. in Management, MBA and Economics graduate. She has 19 years of experience in management teaching, training and research. She has taken training sessions in MDP's in the area on demand forecasting, cost behaviour and decision making, creative thinking and decision making etc. She has published several papers in reputed Journals like Global Business Review, Sage Case, Place Branding and Public Diplomacy, Asian Journal of Political Science etc.



Certificate of participation shall be provided after the completion of the course and submission of course feedback

## CONTACT INFORMATION



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