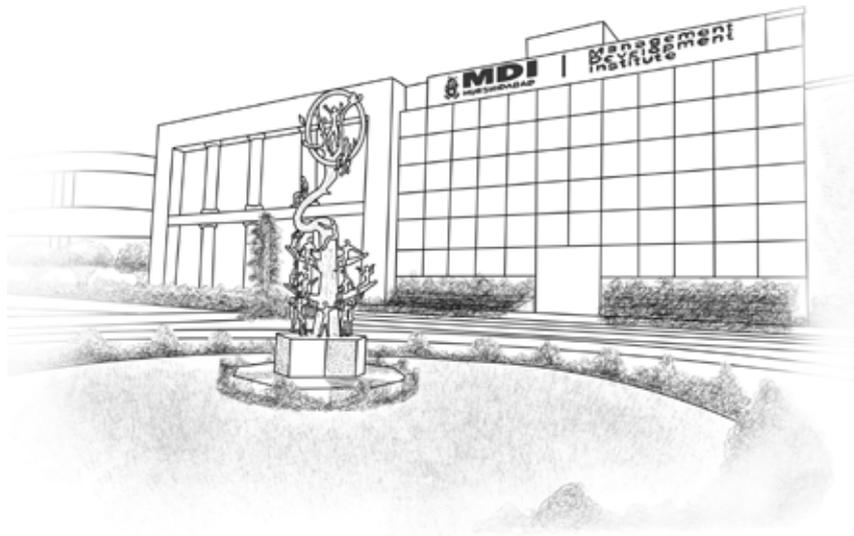


# MANAGEMENT DEVELOPMENT INSTITUTE MURSHIDABAD

## MANAGEMENT DEVELOPMENT PROGRAMME COST BEHAVIOUR, ANALYSIS AND OPTIMIZATION

 8-10 AUGUST, 2025 (FRI-SUN)



### Course Objectives

The different types of costs, their behaviour will help to shows 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.

- Compute the break-even point for a company in dollars and units
- Analyze business decisions using cost-volume-profit analysis
- Cost optimization techniques



### The target participants

Any department any levels of managers.



### Program Contents

- 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



### 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



### Pedagogy/ Methodology

Lectures with case studies and with few games.



### Faculty

The faculty will comprise the MDIM core faculty



## Registration & Fees

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is **Rs. 10,000/day /participant+ GST** which includes a professional fee and all charges for lodging and boarding and supply of course materials. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

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

Account Name: **Management Development Institute Society**  
Bank Name: **ICICI Bank**  
Account Number: **201505024814**  
IFSC Code : **ICIC0002015**  
Branch Name: **Jangipur**  
(Please share the transaction details for verification purposes after making payment)



## Venue & Duration

The programme is scheduled during **8<sup>th</sup> to 10<sup>th</sup> August 2025 (Fri- Sun)** on a residential basis at MDIM Campus, Kulori, P.O.-Uttar Ramna, P.S.- Raghunathganj, Dist.-Murshidabad, West Bengal, PIN-742235, India. Accommodation for participants would be available at **MDIM Campus** from the noon of **7<sup>th</sup> August 2025** to the forenoon of **11<sup>th</sup> August 2025**



## Enquiry

For any Additional information/enquiry, please write to:

**Department of Continuing Education**  
**Management Development Institute Murshidabad**  
Kulori, P.O.-Uttar Ramna, P.S. - Raghunathganj  
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Email: ce@mdim.ac.in



## Programme Director



**Dr. Paroma Mitra**  
**Assistant Professor- Economics**

Dr. Paroma Mitra is Assistant Professor of Economics. She did her Ph.D. in Management from NIT Durgapur, MBA from the University of Burdwan and Economics graduate from the same University. She has 20years of experience in management teaching, training and research. Her teaching interests are in the area of Managerial Economics, Macro Economics, Indian Economics and Basic Econometrics.

## About MDI Murshidabad

Management Development Institute (MDI) was set up as an autonomous body in 1972. With an intention to impart management education, nurture local talent, and groom them to become global Leaders, Management Development Institute (MDI), launched its second campus in Murshidabad in the year 2014. The foundation stone was laid on the 31<sup>st</sup> of October 2010 at Jangipur, Murshidabad, West Bengal by the then Honorable Union Minister of Finance, Govt. of India, Shri Pranab Mukherjee. In 2014, MDI Murshidabad (MDIM) launched its Post Graduate Diploma in Management (PGDM). It was commemorated in the presence of the then honorable President of India Shri Pranab Mukherjee, by an inspiring address by him to our first batch of PGDM students on the 24th of August, 2014. This was followed by a deliberation made by Shri Arun Jaitley, then Hon'ble Minister of Finance, Defence & Corporate Affairs, Govt. of India. PGDM offered by MDIM is recognized and accredited by the All-India Council for Technical Education (AICTE), New Delhi, National Board of Accreditation (NBA). PGDM course is also recognised as equivalent to MBA by AIU for a period of three years (01.07.2024 to 30.6.2027). The Murshidabad campus is a part of MDI's vision to nurture and promote local talent and enterprise. The campus of MDI Murshidabad is in the central part of the State of West Bengal, India. MDIM prides itself in not only providing management Education but also developing ethical corporate citizens for tomorrow's India.

MDI Murshidabad continues to uphold its commitment to excellence in management education, as evidenced by its consistent IIRF rankings. This year MDI Murshidabad has secured the **prestigious position of State Rank 1 among the Best B-Schools (Private) for PGDM General** and has also secured the **prestigious position of Zone Rank 3 for the overall category.**

## Management Development Programme (MDP)

MDI Murshidabad has been conducting Training Programmes of strategic intent since inception. In this regard our MDPs not only aim at acquiring and upgrading knowledge and competencies in generic areas but also assist in specific areas to thrive in the competitive world of business. Our fundamental programmes revolve around leadership, Change Management, Managerial Effectiveness, Sales Excellence, Service Excellence, Sales & Distribution Management, How to build a Strong Brand. Cost Management, as well as emerging issues like AI&ML, Business Analytics, HR Analytics, Digital Marketing, and Data Science. MDIM is committed to impart quality management education. It understands the requirements of the modern business organizations and offers need-based customized MDPs to meet the organizations' excellence. To do so, the pedagogy adopted across the MDPs is based upon experiential learning exercises that believe in learning while doing. We are also conducting open MDPs for several valued clients who herald from various sectors. Such MDPs have been developing the holistic perspectives of the clients to resolve any given issues through cross-pollination of ideas.

Certificate of Participation shall be provided after the completion of the Course.

## CAMPUS DETAILS



**Campus Address:**  
Management Development Institute Murshidabad  
Kulori, P.O.-Uttar Ramna, P.S. - Raghunathganj  
Dist. Murshidabad, West Bengal, PIN-742235  
Contact Details: +91 9674727164/ +91 9674757164 (Extn: 127/183)  
Visit: [www.mdim.ac.in](http://www.mdim.ac.in), e-mail: [ce@mdim.ac.in](mailto:ce@mdim.ac.in)