



DECCAN EDUCATION SOCIETY'S  
BRIHAN MAHARASHTRA COLLEGE OF COMMERCE (Autonomous)  
Pune - 411004



In Association with HRDC,  
Savitribai Phule Pune University  
organizes a  
Faculty Development Programme

On

*“Analytics for Surviving and Thriving in the VUCA World”*

From 21<sup>st</sup> April to 27<sup>th</sup> April, 2022

**About BMCC:**

The Brihan Maharashtra College of Commerce (BMCC) is a pioneering, premier degree commerce college in India, situated in the city of Pune, Maharashtra. The college was established in 1943 by the Deccan Education Society with a view to providing enlightened leadership and trained manpower in the field of commerce and business to the country which was on the threshold of independence. The college is affiliated with the Savitribai Phule Pune University and has produced many notable leaders, businessmen and industrialists like Sharad Pawar, Dr. Cyrus Poonawalla & Sulajja Firodia.

**Achievements:**

- Successfully completed 3 cycles of NAAC with ‘A’ grade.
- Received autonomous status in 2017
- Received ‘Best Principal Award’ (2 times)
- Received ‘Best College Award’ (2 times)
- Launched New degree programmes (BMS E-Commerce Operations, ACCA Integration, CMA Integration)
- Fourteen new courses to be launched in New Academic Complex
- Rich track record of placements

**About FDP:**

The Commerce and Management Education needs to evolve with the changing business world. The new world with AI and IoT talks about Data, Competition, Uncertainty, Complexity and Ambiguity. All these issues in the business world are addressed by the data analytics for decision making.

It is the need of the hour that we should start teaching these concepts by including them in our syllabus. For which, we propose this FDP to train the faculties in this direction.

**Objectives of FDP:**

1. Understanding Financial Analytics.
2. Learn the Importance of Marketing Analytics.
3. To practice the Methods of Operation Analytics.
4. To know the Use of Human Resource Analytics.
5. To enrich the Concept of Data Mining.

**Venue: B. M. College of Commerce, Pune – 411 004**

**Fees: Rs. 3,000/- (per participant)**

**Mode: Offline**

**Schedule for FDP:**

<b>Analytics for Surviving and Thriving in the VUCA World</b>		
<b>Date</b>	<b>Session time</b>	<b>Topic</b>
Day 1 21 April 2022	9.30 am to 10.00 am	Inauguration of the FDP
	11.30 am to 1.30 pm	Financial Analytics - Overview and use case discussion
	2.30 pm to 4.30 pm	Marketing Analytics - Overview and use case discussion
Day 2 22 April 2022	9.30 am to 11.30 am	Operation Analytics - Overview and use case discussion
	11.30 am to 1.30 pm	Human Resource Analytics - Overview and use case discussion
	2.30 pm to 4.30 pm	Data Mining - Bird's eye view
Day 3 23 April 2022	9.30 am to 11.30 am	Data Mining - Supervised Learning
	11.30 am to 1.30 pm	Data Mining - Unsupervised Learning
	2.30 pm to 4.30 pm	Data Mining - Association Learning
Day 4 24 April 2022	9.30 am to 11.30 am	Market Basket Analysis in Retail Analytics
	11.30 am to 1.30 pm	Conjoint Analysis for Product design
	2.30 pm to 4.30 pm	Cluster Analysis for Segmentation
Day 5 25 April 2022	9.30 am to 11.30 am	Recruitment Analytics
	11.30 am to 1.30 pm	Attrition Analytics
	2.30 pm to 4.30 pm	Employee Engagement Analytics
Day 6 26 April 2022	9.30 am to 11.30 am	Supplier Selection Analytics
	11.30 am to 1.30 pm	Inventory Analytics
	2.30 pm to 4.30 pm	Transportation Analytics
Day 7 27 April 2022	9.30 am to 11.30 am	Organisational Financial Health Predicting Model
	11.30 am to 1.30 pm	Defaulters Predictive Modelling
	2.30 pm to 4.30 pm	Financial Forecasting
	4.30 pm to 5.00 pm	Valedictory and Feed back

**Organizing Committee:**

1. Dr. Seema Purohit	Principal
2. Dr. Rajesh Kuchekar	Coordinator
3. Dr. Jagdish Lanjekar	Vice Principal
4. Dr. Ashish Puranik	Vice Principal
5. Dr. Varsha Deshpande	IQAC Chairman
6. Dr. Bharti Upadhye	BBA Coordinator
7. Prof. Shilpi Lokre	Member
8. Dr. Preeti Rajguru	Member
9. Prof. Sonal Apte	Member
10. Prof. Vijay Salunke	Member
11. Prof. Asma Bagwan	Member
12. Prof. Nitika Sharma	Member
13. Prof. Swati Mahanoor	Member
14. Prof. Seema Nair	Member
14. Prof. Vijay Darekar	Member
15. Prof. Vidushi Tewari	Member

**Contact Details:**

1. Dr. Varsha Deshpande	9767056611
2. Prof. Vijay Salunke	9970767178
3. Prof. Vijay Darekar	9850944090
4. Dr. Rajesh Kuchekar	9881519095

**Registration Link:**

<https://forms.gle/EsdPUAJ1jqNeEEYs8>

**College Address:** 845, Shivajinagar, Pune - 411004, Maharashtra, India.

E-mail ID: [bmccfdp2022@gmail.com](mailto:bmccfdp2022@gmail.com)