



Audyogik Tantra Shikshan Sanstha's
Institute of Industrial and Computer Management and Research (IICMR)
Approved by AICTE, Permanently Affiliated to SP Pune University,
Recognized by DTE, Government of Maharashtra, NAAC Re-accredited



Criterion 1.2 – Academic Flexibility

Key Indicator - 1.2.1: Number of Certificate/Value added courses offered and online courses of MOOCs, SWAYAM, NPTEL etc. (where the students of the institution have enrolled and successfully completed during the last five years)

Metric 1.2.1

Number of Certificate/Value added courses offered and online courses of MOOCs, SWAYAM, NPTEL etc. (where the students of the institution have enrolled and successfully completed during the last five years)

Brochure/Notice/Proposal

1. Certification in Business Analytics

Proposal

1. Introduction.

“In the 21st Century, it’s not what you know that matters—it’s how you use what you know that will determine your success in business and in life.”

Business analytics is a powerful tool in today’s marketplace. Across industries, organizations generate vast amounts of data which, in turn, has heightened the need for professionals who are data literate and know how to interpret and analyse that information.

Business analytics is the process of using quantitative methods to derive meaning from data to make informed business decisions.

There are four primary methods of business analysis:

- Descriptive: The interpretation of historical data to identify trends and patterns
- Diagnostic: The interpretation of historical data to determine why something has happened
- Predictive: The use of statistics to forecast future outcomes
- Prescriptive: The application of testing and other techniques to determine which outcome will yield the best result in a given scenario

The Certificate course is offered from one of the Renowned Management Institute that is IIM Calcutta.

2.Objective: -

- To understand the concept of Business Analytics.
- To acquire knowledge about Python, SQL and Tableau Software.
- To understand the application of business analytics in various domains.
- To exhibit scientific and technical way of data analysis by using advanced software tools



- To communicate the participants about data analysis techniques, data pre-processing, data visualization and how to deal with business data management

3. Scope: -

- Understanding the importance of Business Analytics application
- Students may serve as freelancers in small and medium businesses, assisting companies with their data-driven solutions for issues faced by the businesses.
- learning Business analytics and obtaining a certificate will improve chances for a promotion or may even land a better job.

4. Outcome: -

1. Students should learn theory aspects of Business Analytics.
2. Students should use python tool for handling day to day business data of a company.
3. Students should be in the position to use all essential tools to get acquainted with latest tact and techniques.
4. Students should understand the inputs of an organisation and accordingly need to perform.
5. Students should recognise, understand and apply the language, theory and models of the field of business analytics.
6. Identify, model and solve decision problems in different settings.
7. Interpret results/solutions and identify appropriate courses of action for a given managerial situation whether a problem or an opportunity.
8. Create viable solutions to decision making problems

5. Methodology: -

1. The certificate course would be conducted in Institute (offline).
2. The Assessment will be done two times and the best score will be considered for final percentage calculation.

3. The certificate will be given based on the attendance and good score in the final evaluation.

Session Plan in details.

No	Date	Time	Topic Covered	Mode
2	17/06/2022	09.30 to 12.30 PM	Unit 1. Introduction To Business Analytics a. Introduction to BA b. Types of Business Analytics c. Descriptive Analytics d. Diagnostic Analytics e. Predictive Analytics f. Prescriptive Analytics g. Inferential Analytics h. Cognitive Analytics	Offline
3	17/06/2022	01.30 to 03.30 PM	Unit 2. Getting Familiar with Tools and Technology Stack a. Data and Big Data b. Big Data Technology Stack c. Databases and SQL d. Role of AI and ML e. Tools for Visualization	Offline
4	17/06/2022	03.30 to 05.30 PM	Descriptive Analytics a. Statistical Analysis b. Measure of Central Tendency c. Measure of Spread d. Grouping and Binning	
5				

6	18/06/2022	09.30 to 11 am	Diagnostic Analytics a. Why-Why Analysis b. Steps to perform Diagnostic Analysis c. WordCloud Formation	Offline
7				
8	18/06/2022	11 to 03.30 PM	Predictive Analytics a. Predictive Modelling b. Regression c. Classification d. Time Series Modeling	Offline
9				
10	18/06/2022	03.30 PM to 05.30 PM	Prescriptive Analytics a. Data Driven Decision Making b. Market-Basket Analysis c. Association and Association Rules	Offline
11	Lab - Bill Itemset Data Python			

Lesson Plan



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MBA@IICMR

Date: 17/06/2022

VAC Business Analytics Certification (IIM Calcutta)

Lesson Plan





(MBA – Sem II and Sem IV Students)

Trainer Name: Mr. Kushal Sharma

Sr.No	Date	Time	Topic Covered	Mode	Signature
1	17/06/2022	09.30 to 12.30 PM	Unit 1. Introduction To Business Analytics a. Introduction to BA b. Types of Business Analytics c. Descriptive Analytics d. Diagnostic Analytics e. Predictive Analytics f. Prescriptive Analytics g. Inferential Analytics h. Cognitive Analytics	Offline	
2	Classroom Activity Business Analytics Role Play Activity				
3	17/06/2022	01.30 to 03.30 PM	Unit 2. Getting Familiar with Tools and Technology Stack a. Data and Big Data b. Big Data Technology Stack c. Databases and SQL	Offline	




MBA@IICMR/VAC-Business Analytics (IIM)-2021-22

			d. Role of AI and ML e. Tools for Visualization		
4	17/06/2022	03.30 to 05.30 PM	Descriptive Analytics a. Statistical Analysis b. Measure of Central Tendency c. Measure of Spread d. Grouping and Binning		
5	Classroom Activity Psychology - Personality Analysis (Live by Trainer) Google Form, Spreadsheet, Python Lab - HR Data Use case SQL Lab - Sample Superstore Dataset				
6	18/06/2022	09.30 to 11 am	Diagnostic Analytics a. Why-Why Analysis b. Steps to perform Diagnostic Analysis c. WordCloud Formation	Offline	
7	Classroom Activity Recruitment - ICPP Analysis (Live) Lab Review Dataset				
8	18/06/2022	11 to 03.30 PM	Predictive Analytics a. Predictive Modelling b. Regression c. Classification d. Time Series Modeling	Offline	
9	Lab - Stock Price Prediction Lab - Netflix Data SQL, Python				
10	18/06/2022	03.30 PM to 05.30 PM	Prescriptive Analytics a. Data Driven Decision Making b. Market-Basket Analysis c. Association and Association Rules	Offline	
11	Lab - Bill Itemset Data Python				

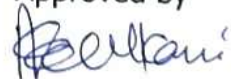
Prepared by


Mr. Harshal Patil
Coordinator

Verified by


Dr. Manisha Kulkarni
HOD, MBA@IICMR

Approved by


Dr. Abhay Kulkarni
Director, IICMR

MBA@IICMR/VAC-Business Analytics (IIM)-2021-22



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MBA@IICMR

Date: 17/06/2022

VAC Business Analytics Certification (IIM Calcutta)

Lesson Plan

(MBA – Sem II and Sem IV Students)

Trainer Name: Mr. Shiv Patel

Sr.No	Date	Time	Topic Covered	Mode	Signature
1	17/06/2022	09.30 to 12.30 PM	Unit 1. Introduction To Business Analytics a. Introduction to BA b. Types of Business Analytics c. Descriptive Analytics d. Diagnostic Analytics e. Predictive Analytics f. Prescriptive Analytics g. Inferential Analytics h. Cognitive Analytics	Offline	
2	Classroom Activity Business Analytics Role Play Activity				
3	17/06/2022	01.30 to 03.30 PM	Unit 2. Getting Familiar with Tools and Technology Stack a. Data and Big Data b. Big Data Technology Stack c. Databases and SQL	Offline	



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			d. Role of AI and ML e. Tools for Visualization		
4	17/06/2022	03.30 to 05.30 PM	Descriptive Analytics a. Statistical Analysis b. Measure of Central Tendency c. Measure of Spread d. Grouping and Binning		<i>Harshal P</i>
5	Classroom Activity Psychology - Personality Analysis (Live by Trainer) Google Form, Spreadsheet, Python Lab - HR Data Use case SQL Lab - Sample Superstore Dataset Python, Tableau				
6	18/06/2022	09.30 to 11 am	Diagnostic Analytics a. Why-Why Analysis b. Steps to perform Diagnostic Analysis c. WordCloud Formation	Offline	<i>Harshal P</i>
7	Classroom Activity Recruitment - ICPP Analysis (Live) Lab Review Dataset				
8	18/06/2022	11 to 03.30 PM	Predictive Analytics a. Predictive Modelling b. Regression c. Classification d. Time Series Modeling	Offline	<i>Harshal P</i>
9	Lab - Stock Price Prediction Lab - Netflix Data SQL, Python				
10	18/06/2022	03.30 PM to 05.30 PM	Prescriptive Analytics a. Data Driven Decision Making b. Market-Basket Analysis c. Association and Association Rules	Offline	<i>Harshal P</i>
11	Lab - Bill Itemset Data Python				

Prepared by

Harshal Patil
Mr. Harshal Patil
Coordinator

Verified by

Manisha Kulkarni
Dr. Manisha Kulkarni
HOD, MBA@IICMR

Approved by

Abhay Kulkarni
Dr. Abhay Kulkarni
Director, IICMR

Notice



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MBA@IICMR

Date: 15/06/2022

Value Added Certification Business Analytics - IIM Calcutta NOTICE

The following students of MBA@IICMR should note that VAC- Business Analytics (IIM Calcutta) will be starting from Friday, 17th June 2022 as per the details given below.

Session Time: 09.30 to 05.30 PM.

Session Dates: 17th and 18th June 2022.

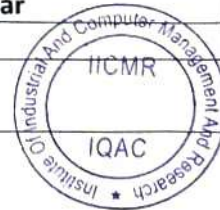
Venue: MBA@IICMR Campus

MBA I Year	
1	AANCHAL SHARMA
2	ADITI SHARMA
3	AKASH SURESH JOSHI
4	AMEY PRADIP NAKHAWA
5	ANIKET SHARMA
6	APOORVI DABI
7	ARGHA BHATTACHARJEE
8	AYUSHI LOSHALI
9	BHUMIKA ASHOKBHAI LATHIYA
10	CHITRA GURURANI
11	DEBLINA BISWAS
12	DEVANSHI GURJAR
13	DISHA SHESHNATH RAI
14	FENA JAGDISHBHAI MAKADIYA
15	GAURAV RAJKUMAR RATHI
16	HARPREET KAUR
17	HARSHAL NANDKISHOR DESALE

48	SHUBHADA KRISHNARAO PAWAR
49	SONALI KRISHNA PATIL
50	SRUTHI SUDHAKARAN MADATHIL
51	SUMIT KUMAR SHARMA
52	SUSHAMA SATISH CHHATRABAND
53	TIRTH RAJENDRAKUMAR ANDARPA
54	TRISHNA PRAKASH AMBADE
55	VIN NITESHBHAI TALA
56	YASH BORDIA
57	YASHASHREE ANIL DEVAPURE
58	JAY PRAKASH KALE
59	MITALI VEERKUMAR SHINDE
60	SHIVANGI NAMDEO
61	YASHIKA SANJAY JAIN
62	DARSHANA THAKARE

MBA II Year	
1	Pooja Saha
	Shreyas Bangadkar

Ref: IICMR/MBA/2021-22/VAC Certification Notice



18	HRISHIKESH SAGGAM	3	Sakashi dutt
19	HRUSHIKESH VIRBHADRA DUMANE	4	Saurav Sarkar
20	JEMIN KANUBHAI VEKARIYA	5	Sourav Sharma
21	JYOTI SHYAMDASANI	6	Satyam Kumar
22	KALYANI RAVINDRA BELHE	7	Rishika Kumari
23	KARAN RAMESH PARDESHI	8	Deeksha Modi
24	KOUSTOV BHOWAL	9	PALLAB DEY
25	MADHURIMA BATABYAL	10	Mukul Rathore
26	MOHD SHOAB KHAN	11	Mohit kumar
27	MUSKAN VIJAY GUPTA	12	Khushi singh
28	NAVNEET UMESH KUMAR SINGH	13	Ayush rathi
29	NAYAN CHETANBHAI GEVARIYA	14	MOKSHADA JADHAV
30	NIKUNJ SUTARWALA	15	Harshita Grover
31	PALAK SHARMA	16	Tanmay singh
32	POONAM TANAJI PATIL	17	Twinkle
33	PRANAV RAJENDRA JOSHI	18	Abhishek Kumar
34	PRANAY SANTOSH PAWAR	19	Disha Deshpande
35	PRATIK PARSHURAM PAWAR	20	Priyanka Lalwani
36	PRIYA OJHA	21	Shraddha bhise
37	PURVI PADIYAR	22	Preetam Prakash phadtare
38	RISHABH RAJU RAUT	23	Swetha Nair
39	RUTUJA SANTOSH SHINDE	24	Shubhanshu Sharma
40	SABA SHEIKH	25	Tanushree dhawad
41	SAKSHI SUPARVBHAI PATEL	26	Vaibhavi sharma
42	SAMRUDDHI MISHRA	27	Shrabani Mondal
43	SAURABH SHANKAR GHORPADE	28	Ankit Sarkar
44	SAYALI VEER	29	Adarsh Singh
45	SHANZEE IMTIYAZ PARKAR	30	Raushan Ara
46	SHIVANIBEN PANKAJBHAI PANDYA	31	Akash Hemant Khadtale
47	SHRIKRUSHNA TARMUDE	32	Ankita Mondal
		33	Abhishek Banerjee
		34	Isha Chana



Ref: IICMR/MBA/2021-22/VAC IIM Certification/Notice



Note: 1. Attendance is mandatory.

2. Certificate will be given only after timely submission of assignment.

3. All students ~~should~~ ^{Must} enter the classroom 10 minutes before.


4. All students ~~should~~ ^{Must} complete the necessary assignments, assessment test given to you during the session.

Note:
** Selected students will get a chance to participate in 'Competition & Visit the Campus of IIM'.


15/6/2022



Prepared by

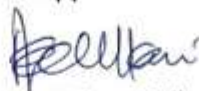

Mr. Harshal Patil
Coordinator

Verified by


Dr. Manisha Kulkarni
HOD, MBA@IICMR



Approved by


Dr. Abhay Kulkarni
Director, MBA@IICMR

Ref: IICMR/MBA/2021-22/VAC IIM Certification/Notice

2. Certification in Supply Chain Management Brochure

CERTIFICATION PROGRAM ON OPERATIONS & SUPPLY CHAIN MANAGEMENT

Sr.no	TOPICS
1	Basic Introduction of Supply Chain Management
2	Basic Introduction of Logistics
3	Basic Introduction of Warehousing
4	Understanding Inventory
5	Systems & Technology
6	Supply Chain Management & Finance
7	Customer Requirement & Role of SCM
8	Impact of Supply Chain Management in Business
9	Packaging
10	Future of Supply Chain Management
11	Supply & OP Demand Supply Planning
12	Customer Excellence in Operations Management
13	Design Thinking & its application in SCM and Application of Technology in SCM (POC)
14	Demand Driven Enterprise
15	Block chain & its Business Applications
16	Data Management for SCM & Operations
17	Logistics & Warehousing
18	Digital SC & Application of IOT in SCM
19	Supply Chain Simulations & SAP demonstration
20	TOC in Supply Chain



Session Plan



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MBA@IICMR

Date: 06/06/2022

NOTICE

This is to inform all MBA I & II year, that the 30 hrs. Value-added Certification on Supply Chain Management by Indian Institute of Materials Management will begin from 13 June 2022. Students enrolled for the session **MUST** be present for all the sessions. The session schedule is as follows:

Sl. No	Date	Day	Time	Speaker
1.	13.06.2022	Monday	10:00 am to 1:00 pm	Mr. Mohan Nair
2.	13.06.2022	Monday	2:00 pm to 5:00 pm	Mr. Amitabh Akolkar
3.	14.06.2022	Tuesday	10:00 am to 1:00 pm	Mr. Aman Sinha
4.	14.06.2022	Tuesday	2:00 pm to 5:00 pm	Mr. Aman Sinha & Mr. Dharendra Apte
5.	15.06.2022	Wednesday	10:00 am to 1:00 pm	Mr. Shrivardhan Gadgil
6.	15.06.2022	Wednesday	2:00 pm to 5:00 pm	Mr. Sameer Pashankar
7.	20.06.2022	Monday	10:00 am to 1:00 pm	Mr. Pankaj Mittal
8.	20.06.2022	Monday	2:00 pm to 5:00 pm	Mr. Shrivardhan Gadgil
9.	21.06.2022	Tuesday	10:00 am to 1:00 pm	Ms. Sadhana Ghalsasi
10.	21.06.2022	Tuesday	2:00 pm to 5:00 pm	Mr. Datta Kenjale



REF: MBA@IICMR/VAC-SCM/2021-2022/Notice

3. Certification in Python

Course Content

Python Course Content

1. Python Installation
2. Python Data types
 - Number
 - String
 - List
 - Tuple
 - Sets
 - Dictionary
3. Type Conversion
4. Python Operators
 - Arithmetic Operators
 - Comparison Operators
 - Logical Operators
 - Assignment Operators
 - Binary Operators
 - Identity Operators
 - Membership Operators
5. Conditional Statements
 - If statement
 - Elif statement
 - Else statement
 - Practice Problems
6. Loops
 - For Loop
 - While Loop
 - Practice Problems
7. Python Functions
 - Calling a Function
8. Function Arguments
 - Required arguments
 - Keyword arguments
 - Default arguments
 - Variable-length arguments
 - Practice Problems
9. Lambda Function
10. Return Statement
11. Local & Global Variables
12. Date Time Functions
13. File Handling in Python
14. Gmail Automation using Python
15. Error Handling
16. Sql Database Operations using Python
17. Web Scrapping in Python



Session Plan



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MBA@IICMR

Date: 23/05/2022

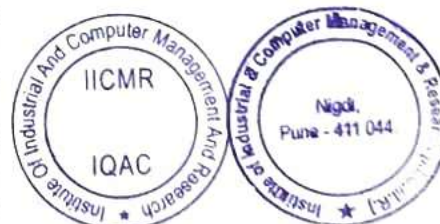
Training Session Calendar

VAC – Python Certification

Sem IV Div 1 Students (A.Y. 2021-2022)

Total Duration – 30 Hours

Sr No.	Proposed Date	Time
1	16/05/2022	03 to 05 PM
2	22/05/2022	03 to 05 PM
3	23/05/2022	03 to 05 PM
5	29/05/2022	03 to 05 PM
6	05/06/2022	03 to 05 PM
7	12/06/2022	03 to 05 PM
8	19/06/2022	03 to 05 PM
9	26/06/2022	03 to 05 PM
10	27/06/2022	03 to 05 PM
11	02/07/2022	03 to 05 PM
12	03/07/2022	03 to 05 PM
13	10/07/2022	03 to 05 PM
14	11/07/2022	03 to 05 PM



Prepared by

Harshal Patil

Mr. Harshal Patil
Coordinator

MBA@IICMR/A.Y. 2021-22/ VAC – Python Certification/Sem IV Students

Verified by

Manisha Kulkarni

Dr. (Adv.) Manisha Kulkarni
HOD, MBA@IICMR

Approved by

Abhay Kulkarni

Dr. Abhay Kulkarni
Director, IICMR

4. Certification in Advanced Excel Proposal

1. About Course :

FINXL Advance MS Excel program empowers the participant with a never before seen depth in almost all of Excel's powerful Features with a focus on becoming an Expert, by 'Mastering' each of the mentioned categories. Live case studies for each financial topics to ensure that learner can understand it thoroughly.

Advanced Excel course is thoughtfully designed in such a way that learner gets the Real Time Investment banking & Equity Research exposure. Learner is not necessarily be from finance background, as our course ensures that Basic finance & account concepts are covered in detail with real time examples.

It is 80% practical with Industry used case studies.

Our assessment & presentation evaluations are similar to top investment banks & equity research firms Our expert trainers are on hand to help answer any questions you might have along the way.

Objective: -

- To familiarize Students with basic to intermediate skills for using Excel in the classroom vis-à-vis Business Applications
- To provide students hands on experience on MS Excel Utilities
- To perform different types of scenario and simulation analysis
- To get an opportunity to practice these skills by leveraging some of Excel's built in tools including, solver, data tables, scenario manager and goal seek.
- To use Excel to build complex graphs and Power View reports and then start to combine them into dynamic dashboards.
- Learn how to minimize as much manual labor as possible in data analysis
- To gain proficiency in creating solutions for Data Management and Reporting
- Learn to use the most overlooked Excel formulas that will make your life easier
- Learn powerful functions built into Excel that streamline your analysis

2. Description of Course:

The Value Added Certification on "Advanced Excel" (VAC-Excel) course for MBA 2021-22 batch had been conducted **FINXL, Pune** during January -May 2022. Total 30 hours duration course was started on 18th January 2022 to 2nd May 2022 using offline classroom platform. Mr. Akhilesh Sonkiya, Director Finxl, Pune

REF: IICMR/MBA/VAC-Excel/2022/Report

addressed the students to make use of this in corporate and focus to Advanced Excel course . It explores main concepts from basic to advanced which can help students to achieve better grades, develop your academic career, apply your knowledge at work or do your financial research. Every week two sessions which was covered 8 hrs was conducted by the trainer Mr. Akhilesh Sonkiya (FINXL). The certification course was coordinated by Ms.Puja Gavande, SME MBA@IICMR. Total 105 students attended the session. After every session the case based study on the session was conducted along with the feedback, the performance of the students for the same is excellent & the feedback for every session was also excellent.

3. Outcomes of Course :

- > Students able to builds their strong analytical thinking and skills.
- > Microsoft Excel application explores productive creativity in students mind.
- > Students learnt easy-to-use commands, features, and functions for managing and analyzing large amounts of data.
- > They also performed and used various functions of MS Excel, Execute pivot table analysis, common (and powerful functions), and different types of lookups (Vlookup, Hlookup, and Index/match), Descriptives statistics of business data.
- > Our assessment & presentation evaluations are similar to top Investment banks & equity research firms Our expert trainers are on hand to help answer any questions you might have along the way.
- > The learner gets the Real Time Investment banking & Equity Research exposure. Learner is not necessarily be from finance background, as our course ensures that Basic finance & account concepts are covered in detail with real time examples.
- > DERIVE insights from multiple data sources in MS EXCEL and work with it to answer relevant business questions.



Session Plan



Session Plan		
Course Name- Advanced Excel		
Name of the faculty member: Mr Akhilesh Sonkiya		
Course Objectives:		
1. To familiarize Students with basic to intermediate skills for using Excel in the classroom vis-à-vis Business 2. To provide students hands on experience on MS Excel Utilities 3. To perform different types of scenario and simulation analysis 4. To get an opportunity to practice these skills by leveraging some of Excel's built in tools including, solver, datatables, scenario manager and goal seek. 5. To use Excel to build complex graphs and Power View reports and then start to combine them into dynamic dashboards. 6. Learn how to minimize as much manual labor as possible in data analysis 7. To gain proficiency in creating solutions for Data Management and Reporting 8. Learn to use the most overlooked Excel formulas that will make your life easier 9. Learn powerful functions built into Excel that streamline your analysis		
CO	COGNITIVE ABILITIES	COURSE OUTCOMES
1	REMEMBERING	SELECT appropriate menus and functions of MS Excel to Create, Format, Import, Merge, Save, Print Spreadsheets & Charts using business data.
2	UNDERSTANDING	SHOW how to do basic troubleshooting and fix mistakes most people make when working with spreadsheets. Learn how data analysis of business research can be executed through MS Excel
3	APPLYING	USE various functions of MS Excel, Execute pivot table analysis, common (and powerful functions), and different types of lookups (vlookup, hlookup, and index/match), Descriptive
4	ANALYSING	ILLUSTRATE the use of the most commonly used data-manipulation commands in MS Excel and Compute t test, Z test, ANOVA etc to guide the managers for taking decisions
5	EVALUATING	DERIVE insights from multiple data sources in MS EXCEL and work with it to answer relevant business questions.
6	CREATING	CREATE standard Excel Templates for routine business data management and analysis



Sr No	Topic	Proposed Date	Training Mode	2 Hrs for each div	Example & case description
1	SHORTCUTS, FUNCTIONS, FORMATTING	17/1/2022	Online/Live	2-2 Hrs	Rear to find keyboard accelerators, TAT saving techniques, hidden features of excel
2	Excel shortcuts, basic functions	21/1/2022	Online Live	2-2 Hrs	Formulae that Add/Subtract/Multiply/Divide = BODMAS/Formula Error Checking = The Sum Function
3	Data validation, paste special	26/1/2022	Online Live	2-2 Hrs	Data validation, paste special Example
4	Logical Functions	25/1/2022	Online /Live	2-2 Hrs	SUM, IF, AND,OR, SUMIF/SUMIFS
5	LOOKUP Functions	2/2/2022	Class room	2-2 Hrs	VLOOK UP/HLOOK UP, COUNTIF/COUNTIFS with cases
6	Hyper / Data Linking	4/2/2022	Class Room	2-2 Hrs	Hyper linking, freeze panes, MATCH INDEX
7	LOOKUP Functions – Advance /Logical Functions - Advance	9/2/2022	Class Room	2-2 Hrs	XLOOKUP, Using IF/ISERROR Function
8	PIVOT Tables & Pivot Tables – Advance	11/2/2022	Class room	2-2 Hrs	Creating, Formatting Simple PivotTables -Page Field in a PivotTable - Formatting a PivotTable -Creating/Modifying a PivotChart Adding new calculated Fields / Items - Changing the Summary Function - Consolidate Pivot table
9	Dashboard Preparation, CHARTS	16/2/2022	Class room	2-2 Hrs	Dashboard for MIS, Analysis, different dashboards for different business types and business segments, will include a self-assignment (formulas like offset, advance formatting, macros, hyperlink, etc.)
10	Date/Time Functions, Chart Data Techniques	18/2/2022	Class Room	2-2 Hrs	Using the Today /Now & Date Functions /Using theDatedif/ Networkdays/ Eomonth Functions /Using theWeeknum Functions / Using theEdate/ Networkdays.Intl/ Weekdays.Intl Functions.
11	Absolute Referencing, Macro recording, code viewing	23/2/2022	Class room	2-2 Hrs	Problems with Absolute/Relative Cell Referencing, Creating Absolute/Mixed References -Have your own ribbon like File, View with your designed Functions to perform



Notice



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Approved by AICTE, Permanently Affiliated to SP Pune University,
Recognized by DTE, Government of Maharashtra, NAAC Re-accredited
Ranked Platinum Category by AICTE-CII for Industry Linked Technical Institute
Awarded Best Management Institute for Industry Interface by CEDR

MBA@IICMR

Date: 23/05/2022

Value Added Certification Sem II & IV (A.Y. 2021-2022)

Sr No.	Certification	Start Date (Proposed)	SEM & Div	Duration	End Date (Proposed)
1	Adv Excel	17/01/2022	I & II Sem Div 1 & 2	30	02/06/2022
2	Tally	31/05/2022	Sem II	24	16/06/2022


Prepared by

Ms. Puja Gavande
Coordinator


Verified by

Dr. (Adv.) Manisha Kulkarni
HOD, MBA@IICMR


Approved by

Dr. Abhay Kulkarni
Director, IICMR
DIRECTOR

Institute of Industrial & Computer
Management & Research [I.I.C.M.R.]
Nigdi, Pune - 411 044





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MBA@IICMR

Date :17/01/2022

Value Added Certification

"Advanced Excel"

Schedule

MBA1st Year – Sem I – Div 1 & Div 2 w.e.f. 18/1/2022

Sr No	Timings	Div	Wednesday	Friday
1	2:30 pm To 4:30 pm	1	VAC- Excel	VAC- Excel
2	4:30 pm To 6:30 pm	2	VAC- Excel	VAC- Excel

Note:-

- The VAC-Excel sessions will be conducted in computer lab.
- Attendance is compulsory and it will be monitored on every session.
- All students should join the session 10 minutes before
- All students should complete the necessary assignments & tests given to you during the session.
- Any issues for joining and attending the session, should be communicated by email before the session.

Prepared by

Ms. Puja Gavande

VAC Excel -Coordinator

Verified by

Dr. Manisha Kulkarni

HoD MBA@ IICMR

Approved by

Dr. Abhay Kulkarni

DIRECTOR

Director, Institute of Industrial and Computer Management and Research (I.I.C.M.R.)
Pune - 411 044



Ref.: IICMR/MBA/VAC/Adv Excel2022/Agenda

5. Certification in Digital Marketing

Proposal

Introduction

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel. At a high level, digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile apps. Using these online media channels, digital marketing is the method by which companies endorse goods, services, and brands. Consumers heavily rely on digital means to research products.

In this course the basics and advanced Digital Marketing concepts would be taught along with that practical assignment would be carried out so that the students will get first-hand experience of the digital Marketing in theory and also how it would be used in the industry and for revenue generation or revenue growth.

The Certificate course is offered from one of the Renowned Institute and that is webclincher.

2.Objective: -

- To understand the concept of digital Marketing.
- To investigate key issues in adoption of digital marketing to business
- To equip students with specific knowledge in the areas of digital marketing communication
- To familiarise students with methodologies, tools & technologies involved in digital marketing
- To provide students with sufficient background that will allow them to pursue their careers in the Digital Marketing area

3.Scope: -

- Understanding the importance of Digital Marketing Foundation
- Wordpress blogging Foundation,
- Introduction to Digital Marketing tools.

4.Outcome: -

MBA@IICMR/VAC -Digital Marketing / A.Y. 2021-22



1. Students should learn the various concepts related to Digital marketing.
2. Students should use social media tools to promote events or campaign of an organisation.
3. Students should be able to design digital media campaign using appropriate mix of Facebook, Google Ad words, YouTube and Email.
4. Students should be able to create appropriate content for Facebook, Google Ad words, YouTube and Email campaigns.

5. Methodology: -

1. The certificate course would be conducted in Institute (offline).
2. The Assessment will be done two times and the best score will be considered for final percentage calculation.
3. The certificate will be given based on the attendance and good score in the final evaluation.



Brochure



Digital Marketing Lesson Plan for IICMR 2022
Digital Marketing Fundamentals <ul style="list-style-type: none">• Digital Customers Needs• Digital Customers Journey• Digital Marketing Goals• Digital Marketing Channels• Digital Marketing Process
Digital Marketing Research <ul style="list-style-type: none">• Business Research• Customer Research• Product Research• Competition Research
Blogging & Content Marketing <ul style="list-style-type: none">• Blogging Process• Writing Blog Articles• Blogging Platforms• Launching a Blog• Blog Promotion & Optimization• Blog Analytics
Web Designing Principles <ul style="list-style-type: none">• Website Strategy• Domain Names• Web Hosting• User Experience Designing Principles
Search Engine Optimization <ul style="list-style-type: none">• Search Behavior• How Search Works• Keyword Research• Onpage SEO• Offpage SEO
Search Marketing (Google Ads) <ul style="list-style-type: none">• Search Network• Display Network
Youtube Marketing <ul style="list-style-type: none">• Video Content Strategy• Creating Video Content• Launching & Managing Youtube Channel

<ul style="list-style-type: none"> • Youtube Analytics
<p>Facebook & Instagram Marketing</p> <ul style="list-style-type: none"> • Entities in Facebook & Instagram • Understanding Newsfeeds & Algorithm • Content Strategy & Content Creation • Content Posting, Moderation • Facebook Insights • Facebook Ads Overview
<p>LinkedIn Marketing</p> <ul style="list-style-type: none"> • LinkedIn Profile, Groups & Pages • Creating & Managing Network • Content Strategy & Posting • Branding, Influencing & Lead Generation
<p>Twitter Marketing</p> <ul style="list-style-type: none"> • Twitter Profile • Reach, Engagement, Influencing
<p>Email Marketing</p> <ul style="list-style-type: none"> • Email Marketing Tools • Email Marketing Campaign • Email Marketing Analytics
<p>Google Analytics</p> <ul style="list-style-type: none"> • Creating Google Analytics Ac & Properties • Audiences • Acquisitions • Behavior • Conversion
<p>Certification Orientation</p> <ul style="list-style-type: none"> • Google Digital Unlocked • Google Digital Sales • Google Ads • Google Analytics

<p>Training, Evaluation & Certification Method</p> <p>Frameworks Live Demos Practical Working on Tools Case Studies Quiz Assignments & Project</p> <p>For Each Division (Batch) Training: 54 Hours, Final Evaluation: 6 Hours</p>

Lesson Plan

Lesson Plan in details

MBA First Year - Div 1 Session Plan

Sr.No	Date	Time	Topic Covered
1.	22 -11-2021	10 am to 2 pm	Digital Marketing Fundamentals
2.	23 -11 -2021	10 am to 2 pm	Digital Marketing Fundamentals
3.	24 -11 -2021	10 am to 2 pm	Digital Marketing Fundamentals
4.	26 -11 -2021	10 am to 2 pm	Digital Marketing Fundamentals
5.	19 - 01-2022	04.30 to 06.30 pm	Digital Marketing Opportunities, Business Goals, Digital Marketing Goals
6.	28 - 01-2022	04.30 to 06.30 pm	Digital Marketing Channels, Digital Marketing Success Mantra
7.	02 - 02-2022	4.30 to 6.30 pm	Digital Customers Journey
8.	04 - 02-2022	4.30 to 6.30 pm	Digital Marketing Identities
9.	09 - 02-2022	4.30 to 6.30 pm	Digital Marketing Process
10.	11 - 02-2022	4.30 to 6.30 pm	Digital Marketing Research
11.	16-02-2022	4.30 to 6.30 pm	Digital Marketing Research, Content Marketing
12.	22-02-2022	2.30 to 4.30 pm	Launching Blog & Blog Article Writing
13.	24-02-2022	2.30 to 4.30 pm	Content Marketing Case Study
14.	02-03-2022	2.30 to 4.30 pm	Domain Names
15.	03-03-2022	4.30 to 6.30 pm	Website Designing
16.	04-03-2022	4.30 to 6.30 pm	Website Designing
17.	08-03-2022	4.30 to 6.30 pm	Website Designing
18.	10-03-2022	4.30 to 6.30 pm	Website Designing
19.	18-03-2022	4.30 to 6.30 pm	Website Designing / SEO
20.	22-03-2022	1.30 to 3.30 pm	SEO
21.	24-03-2022	3.30 to 5.30 pm	SEO
22.	20-04-2022	2.30 to 4.30 pm	SEO
23.	24-04-2022	2.30 to 4.30 pm	SEO
24.	27-06-2022	4.30 to 6.30 pm	Social Media Marketing
25.	30-06-2022	4.30 to 6.30 pm	Social Media Marketing
26.	01-07-2022	4.30 to 6.30 pm	Social Media Marketing

27.	02-07-2022	10.30 to 12.30 pm	Google Ads
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MBA First Year – Div 2 Session Plan

Sr.No	Date	Time	Topic Covered
28.	22 -11-2021	10 am to 2 pm	Digital Marketing Fundamentals
29.	23 -11 -2021	10 am to 2 pm	Digital Marketing Fundamentals
30.	24 -11 -2021	10 am to 2 pm	Digital Marketing Fundamentals
31.	26 -11 -2021	10 am to 2 pm	Digital Marketing Fundamentals
32.	19 -01-2022	2.30 to 4.30 pm	Digital Marketing Opportunities, Business Goals, Digital Marketing Goals
33.	28 -01-2022	2.30 to 4.30 pm	Digital Marketing Channels, Digital Marketing Success Mantra
34.	02 -02-2022	2.30 to 4.30 pm	Digital Customers Journey
35.	04 -02-2022	2.30 to 4.30 pm	Digital Marketing Identities
36.	09 -02-2022	2.30 to 4.30 pm	Digital Marketing Process
37.	11 -02-2022	2.30 to 4.30 pm	Digital Marketing Research
38.	16-02-2022	2.30 to 4.30 pm	Digital Marketing Research, Content Marketing
39.	22-02-2022	4.30 to 6.30 pm	Launching Blog & Blog Article Writing
40.	24-02-2022	4.30 to 6.30 pm	Content Marketing Case Study
41.	02-03-2022	4.30 to 6.30 pm	Domain Names
42.	03-03-2022	2.30 to 4.30 pm	Website Designing
43.	04-03-2022	2.30 to 4.30 pm	Website Designing
44.	08-03-2022	2.30 to 4.30 pm	Website Designing
45.	10-03-2022	2.30 to 4.30 pm	Website Designing
46.	18-03-2022	2.30 to 4.30 pm	Website Designing / SEO
47.	22-03-2022	3.30 to 5.30 pm	SEO
48.	24-03-2022	1,30 to 3.30 pm	SEO
49.	20-04-2022	4.30 to 6.30 pm	SEO
50.	24-04-2022	4.30 to 6.30 pm	SEO
51.	27-06-2022	2.30 to 4.30 pm	Social Media Marketing
52.	30-06-2022	2.30 to 4.30 pm	Social Media Marketing



53.	01-07-2022	2.30 to 4.30 pm	Social Media Marketing
54.	02-07-2022	8.30 to 10.30 am	Google Ads

Trainer Profile:

Trainer Name : Mr. Devdatta Mandore



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"Digital Marketing Certification Course"

Welcome



Mr. Devdatta Mandore
Founder – Webclincher
Digital Marketing Coach,
Speaker & Author

Education :

- Post Graduate Diploma in Business Management, Marketing . PICT Pune
- B.Com, commerce

About Devdatta Sir:

- Action oriented tech-preneur, visionary educator, management obsessed leader, marketer by acumen, & a highly engaging speaker.
- He landed in first corporate assignment in 2006 with Indicom Ltd, a yellow pages company then & a major content partner to Google & Microsoft now.
- Founded Webclincher in 2010, soon it became a Digital Marketing service provider to 600 Small & Medium businesses.

Top Skills :

Digital Marketing, SEO, Blogging, Content Marketing, Digital Marketing Research, Web hosting , wordpress

Success Mantra: Focus on Skill Building, all else will follow!



Session details

Sr.No	Date	Time	Topic Covered	Signature
1.	22 -11 -2021	10 am to 2 pm	Digital Marketing Fundamentals	<i>Devdatta</i>
2.	23 -11 -2021	10 am to 2 pm	Digital Marketing Fundamentals	<i>Devdatta</i>
3.	24 -11 -2021	10 am to 2 pm	Digital Marketing Fundamentals	<i>Devdatta</i>
4.	26 -11 -2021	10 am to 2 pm	Digital Marketing Fundamentals	<i>Devdatta</i>
5.	19 - 01 -2022	04.30 to 06.30 pm	Digital Marketing Opportunities, Business Goals, Digital Marketing Goals	<i>Devdatta</i>
6.	28 - 01 -2022	04.30 to 06.30 pm	Digital Marketing Channels, Digital Marketing Success Mantra	<i>Devdatta</i>
7.	02 - 02 -2022	4.30 to 6.30 pm	Digital Customers Journey	<i>Devdatta</i>
8.	04 - 02 -2022	4.30 to 6.30 pm	Digital Marketing Identities	<i>Devdatta</i>
9.	09 - 02 -2022	4.30 to 6.30 pm	Digital Marketing Process	<i>Devdatta</i>
10.	11 - 02 -2022	4.30 to 6.30 pm	Digital Marketing Research	<i>Devdatta</i>
11.	16 - 02 -2022	4.30 to 6.30 pm	Digital Marketing Research, Content Marketing	<i>Devdatta</i>
12.	22 - 02 -2022	2.30 to 4.30 pm	Launching Blog & Blog Article Writing	<i>Devdatta</i>

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Pune - 411 044

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IQAC

13.	24-02-2022	4.30 to 6.30 pm	Content Marketing Case Study	Dwadatta
14.	02-03-2022	4.30 to 6.30 pm	Domain Names	Dwadatta
15.	03-03-2022	2.30 to 4.30 pm	Website Designing	Dwadatta
16.	04-03-2022	2.30 to 4.30 pm	Website Designing	Dwadatta
17.	08-03-2022	2.30 to 4.30 pm	Website Designing	Dwadatta
18.	10-03-2022	2.30 to 4.30 pm	Website Designing	Dwadatta
19.	18-03-2022	2.30 to 4.30 pm	Website Designing / SEO	Dwadatta
20.	22-03-2022	3.30 to 5.30 pm	SEO	Dwadatta
21.	24-03-2022	1.30 to 3.30 pm	SEO	Dwadatta
22.	20-04-2022	4.30 to 6.30 pm	SEO	Dwadatta
23.	24-04-2022	4.30 to 6.30 pm	SEO	Dwadatta
24.	27-06-2022	2.30 to 4.30 pm	Social Media Marketing	Dwadatta
25.	30-06-2022	2.30 to 4.30 pm	Social Media Marketing	Dwadatta
26.	01-07-2022	2.30 to 4.30 pm	Social Media Marketing	Dwadatta
27.	02-07-2022	8.30 to 10.30 am	Google Ads	Dwadatta



Prepared by

Harsh

Mr. Harshal Patil
Coordinator

Verified by

Manisha

Dr. Manisha Kulkarni
HOD, MBA@IICMR



Approved by

Abhay

Dr. Abhay Kulkarni
Director, IICMR



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Date: 22/11/2021

VAC Digital Marketing

Session Plan

(MBA First Year Students – Div2)

Trainer Name: Mr. Devdatta Mandore Sir

Sr.No	Date	Time	Topic Covered	Signature
1.	22-11-2021	10 am to 2 pm	Digital Marketing Fundamentals	Devdatta
2.	23-11-2021	10 am to 2 pm	Digital Marketing Fundamentals	Devdatta
3.	24-11-2021	10 am to 2 pm	Digital Marketing Fundamentals	Devdatta
4.	26-11-2021	10 am to 2 pm	Digital Marketing Fundamentals	Devdatta
5.	19-01-2022	2.30 to 4.30 pm	Digital Marketing Opportunities, Business Goals, Digital Marketing Goals	Devdatta
6.	28-01-2022	2.30 to 4.30 pm	Digital Marketing Channels, Digital Marketing Success Mantra	Devdatta
7.	02-02-2022	2.30 to 4.30 pm	Digital Customers Journey	Devdatta
8.	04-02-2022	2.30 to 4.30 pm	Digital Marketing Identities	Devdatta
9.	09-02-2022	2.30 to 4.30 pm	Digital Marketing Process	Devdatta
10.	11-02-2022	2.30 to 4.30 pm	Digital Marketing Research	Devdatta
11.	16-02-2022	2.30 to 4.30 pm	Digital Marketing Research, Content Marketing	Devdatta
12.	22-02-2022	4.30 to 6.30 pm	Launching Blog & Blog Article Writing	Devdatta

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13.	24-02-2022	2.30 to 4.30 pm	Content Marketing Case Study	D. D. Datt
14.	02-03-2022	2.30 to 4.30 pm	Domain Names	D. D. Datt
15.	03-03-2022	4.30 to 6.30 pm	Website Designing	D. D. Datt
16.	04-03-2022	4.30 to 6.30 pm	Website Designing	D. D. Datt
17.	08-03-2022	4.30 to 6.30 pm	Website Designing	D. D. Datt
18.	10-03-2022	4.30 to 6.30 pm	Website Designing	D. D. Datt
19.	18-03-2022	4.30 to 6.30 pm	Website Designing / SEO	D. D. Datt
20.	22-03-2022	1.30 to 3.30 pm	SEO	D. D. Datt
21.	24-03-2022	3.30 to 5.30 pm	SEO	D. D. Datt
22.	20-04-2022	2.30 to 4.30 pm	SEO	D. D. Datt
23.	24-04-2022	2.30 to 4.30 pm	SEO	D. D. Datt
24.	27-06-2022	4.30 to 6.30 pm	Social Media Marketing	D. D. Datt
25.	30-06-2022	4.30 to 6.30 pm	Social Media Marketing	D. D. Datt
26.	01-07-2022	4.30 to 6.30 pm	Social Media Marketing	D. D. Datt
27.	02-07-2022	10.30 to 12.30 pm	Google Ads	D. D. Datt



Prepared by

Harsh

Mr. Harshal Patil
Coordinator

Verified by

Manisha

Dr. Manisha Kulkarni
HOD, MBA@IICMR

Approved by

Abhay

Dr. Abhay Kulkarni
Director, IICMR

6. Certification in Financial Analysis and Modelling

Brochure

Mentor Me Careers, North Main Road, Koregaon Park | www.mentormecareers.com | info@mentormecareers.com

MENTOR ME CAREERS FINANCIAL MODELING TRAINING FOR IICMR PUNE

Mentor Me careers is a core finance skills company specializing in Finance skills only. It has trained 700+ students in a short span of 1 year, has maintained 4.7+ Rating and empaneled with 100+ IB Companies in India for placements. We have a pool of 50+ industry trainers in various finance positions, who are a part of the training team.

OVERVIEW: ISSUES WE SOLVE

This proposal is for offering Financial Modeling skills training for the students of IICMR Pune and its branches.

MENTOR ME CAREERS is pleased to submit this proposal for services to support IICMR students in achieving placement success in core finance positions after their MBA Program.

The Problem

We offer the most flexible and the most comprehensive financial modeling program in India to solve core issues not just certification

- Need #1 Fundamentals of accounting- a key area where students fail the entry test of finance companies
- Need #2 Market Awareness and Research ability- Students lack depth in their awareness of the industry
- Need #3 Modeling, Valuation and Report writing- Often students don't get enough practice to generate such perspective

Screening Test Results



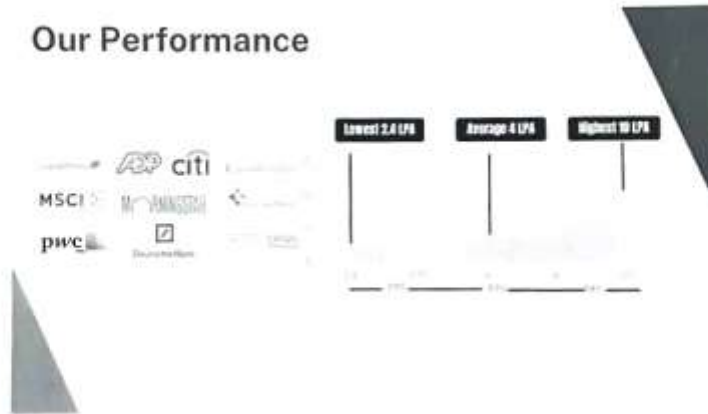
Data: This is a sample data of 14 students selected randomly from our 500 students. students includes CA, MBA Graduates and even Science students

Our Current Retail Pricing of the Program

We have been very competitive with our pricing to make these programs affordable to all, and also provide variety of learning methods. The pricing with ICMR will be done on a mutual basis, which makes it feasible for both ICMR and Mentor Me.

Self Paced Basic	Self Paced Plus	Live Online Basic	Live Online Plus
Pre Recorded Videos	Personal Mentorship	Live Online Classes	Live Online Classes
3 Specializations	12 Specializations	Personal Mentorship	Personal Mentorship
Forum Support	Live Doubt Solving	3 Live Specializations	12 Live Specializations
1 Year Content Access	Life Time Content Access	Life Time Content Access	Life Time Content Access
Course Certification	Community Access	Community Access	Placement
INR 4999/-	INR 9999/-	INR 14999/-	INR 24999/-

Our Performance



EXECUTION TEAM

Trainer	Allen Aravindan, CFA	Shashank Yadav, CFA	Kaushal Subodh, CA,MBA
Training Experience	3000 Trained in IMS, MIT, Symbiosis, MMCC, VIT, Indra : Thapar College, NMIMS	7 Years trained for Education institutes Like IMS Pruschool, Edu pristine	4 Years Experience in Training CFA Level 1 Candidates across Edu pristine, IMS

The Opportunity

With large outsourcing knowledge process outsourcing happening in India, better skilled students can help increase and attract premium investment banks to your college.

- Goal #1: Make the students fundamentally strong- with hands on financial statements analysis
- Goal #2: Make the students exposed to open ended guided research assignments through out the program
- Goal #3: Make students go through interview mocks multiple times- including stress interview, Employability tests and also real interviews before the placement week

What Recruiters Want



The Solution

Our 200 Hrs Live online training program will cater all of the above problems in the most student friendly environment

OUR PROPOSAL

With the team's core experience in investment banking positions and also experience in the education business of over 11 years, and our core focus on finance skills. We are best positioned to deliver success to your students at IICMR.

Content Creation Method:

Our financial Modeling program is not just teaching financial modeling and valuation but going far behind in fixing core issues of students understanding of finance from the very basics.

Hence even students from non-commerce backgrounds will find it easy to understand, apply and synthesize their understanding to real execution

- Content researched basis 1500 Interviews
- Assignments vetted by Recruiters for being relevant
- Level wise adaptive learning
- Off Class engagement for learning
- Researched pedagogy which pushes the student to think

Execution Strategy

After having worked 10 years with ED Tech companies, we believe that a workshop format is in effective, as students don't have enough time to absorb the content. So our approach is not to restrict the training only to one batch, but multiple batches access, and level wise progression to different stages of their learning. A One size fits all concept is the biggest mistake in skills training

1 *One year multiple batch access, Accounting classes twice a month(24 times a years), Life time content access, Role specific interview tests mocks, 12 specializations, Recommendation letter from Equity analyst on each specialization*

Financial Modeling Program Overview

The program is divided in to five parts to segregate various skills as per its difficulty and application in placements.

- Part 1,3,4 – Weekend (Sat Evening and Sun Morning)
 - Part 2- Weekday (Mon, Wed, Fri Evening 7 pm to 9 pm)
 - Specializations- After Program completion (Weekend Online)
 - Live Doubt Solving Zoom- Tuesday and Thursday (7pm – 9 pm)
- All sessions are conducted on Zoom and the recordings will be available on their learning portal.

Parts	Level	Certification	Hrs
Part 1- Basic Tools	Beginner	FM Essential	18
Part 2- Finance Fundamentals	Beginner	Finance Fundamental	12
Part 3- Project Finance	Intermediate	Project Finance	12
Part 4- Equity Valuation	Advance	Financial Modeling	18 ✓
Electives – 3 From 11 Model Projects	Advance	Project Letter	98
Resume Building & Interview Prep	Advance		50

The detailed syllabus is attached with the Email

Session Plan



Audyogik Tantra Shikshan Sanstha's
Institute of Industrial and Computer Management and Research
 (Affiliated to SP Pune University, Approved by AICTE New Delhi, Recognized by Govt. of Maharashtra)
 Reccredited by NAAC & Best ICT B-School in Pune

MBA @ IICMR

Final lesson Plan
 3rd July 2021.

VAC- FINANCE - "Financial Analysis and Financial Modelling"

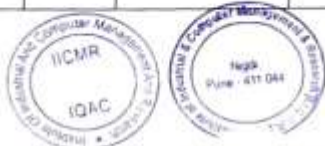
Lesson Plan (1) - file name

Date	Module	Tools	Trainer	Topic	Contents	Hours	Mode	Time
03-07-2021 Sat		Tools	Allen Aravindan, CFA	Excel Part 1	Introduction to spreadsheets, Logic behind spreadsheets and underlying code, Handling the working of spreadsheets, Cell referencing and its application, Cell freeze and its applications	2	Live - Zoom	10 am to 12 Pm
04-07-2021 Sun		Tools		Excel Part 1	Case study 1: Sensitivity analysis using Manual referencing Assignment 1: Post Class Quiz	2	Self Paced	
10-07-2021 Sat		Tools	Shashank Yadav, CFA	Excel Part 2	Introduction to the look function category, Vlook up-use, problems, H look application case, index function and Match function to counter Vlook Up Function, Logical operator in excel and its use in financial Modeling, Sum if functions, Pivot, slicer and dashboard using excel.	2	Live - Zoom	9 am - 11 am
11-07-2021 Sun		Tools	Shashank Yadav, CFA	Excel Part 2	Case Study 2: Vlook practice case Case Study 3: Exchange data presentation using Look Up Case study 4: Sales Data Dashboard	2	Live - Zoom	9 am - 11 am



Self paced - 9 x 2 = 18 hours

17-07-2021 Sat		Tools	Shashank Yadav, CFA	Financial Mathematics	Introduction to Time value of money and the concept of compounding, present value, Future Value, Rate, Nper, Beg and End calculations, IRR, XIRR, MIRR, NPV, Discount rate calculation	2	Live - Zoom	9 am - 11 am
18-07-2021 Sun		Tools		Financial Mathematics	Case study 5: SIP Fund Selection Case study Case Study 6: Portfolio Allocation- NIFTY, Crude, Gold	2	Self Paced	
24-07-2021 Sat		Tools		Financial Mathematics	Assignment 2: TVM Basic Questions Assignment 3: TVM Advance Questions	2	Self Paced	
25-07-2021 Sun		Tools		Statistics for Finance	Introduction to central tendency and application using data, Creating histogram, Frequency polygon and Cumulative frequency chart, Distribution charts and inferences. Dispersion calculations- St Dev, Range, Drawdown and its application. Beta, Co variance calculation and use.	2	Self Paced	
31-07-2021 Sat		Tools	Shashank Yadav, CFA	Statistics for Finance	Case study 7: Nifty Vs Franklin Tempelton Mutual Fund Risk Case study Case study 8: Risk Modeling for NIFTY, CRUDE, Gold Assignment 4: Statistics Quiz	2	Live - Zoom	9 am - 11 am
01-08-2021 Sun	2: Core		Shashank Yadav, CFA	Accounting Mechanics	Use of financial statements, interlinkages of three statements and different methods of creating financial statements, Concept of accrual. Case Study 9: Creating Financial Statement From Scratch in Excel Case study 10: Creating financial statements from scratch part 2	2	Live - Zoom	9 am - 11 am



08-2021 SAT	Core		Financial Statements	Income statement, Balance sheet and cash flow statements components and discussion on line items and ratios to analyse its health	2	Self Paced	
08-2021 Sum	Core		Financial Statements	Assignment 5: FSA Quiz	2	Self Paced	
1-08-2021 SAT	Core		Financial Statements	Employability Quiz: FSA Quiz	2	Self Paced	
5-08-2021 Sum	Core	Allen Aravindan, CFA	Ratio Analysis	Activity ratios, Solvency Ratios, Leverage ratios and its application Case study 13: Asian Paints Case study 14: Berger Paints	2	Live - Zoom	9 am - 11 am
1-08-2021 SAT	3 Project Finance	Allen Aravindan, CFA	Start Up Model	Calculating requirements for business set up and understanding the initial set up costs, calculating income statement, balance sheet and reconciliation using cash flow statement, Scenario analysis of the start up using multiple business situations Case 15: Travel Agency Model	2	Live - Zoom	9 am - 11 am
22-08-2021 Sum	Project Finance	Allen Aravindan, CFA	Manufacturing Business 1	Set up cost with construction phasing and interest capitalisation, understanding the concept of moratorium and calculating the returns of the business	2	Live - Zoom	9 am - 11 am
28-08-2021 SAT	Project Finance	Allen Aravindan, CFA	Manufacturing Business 2	Case 16: Manufacturing Business Model -1 Case 17: Manufacturing Business Model -2	2	Self Paced	
29-08-2021 Sum	Project Finance	Shashank Yadav, CFA	Full Scale Modeling		2	Live - Zoom	
04-09-2021 SAT	Project Finance	Shashank Yadav, CFA	Full Scale Modeling		2	Live - Zoom	
05-09-2021 Sum	4 Equity Research	Shashank Yadav, CFA	Valuation Theories	CAPM, Gordon growth model, Relative valuation model concept, Terminal value, WACC Case study 21: Valuation Practical Case Assignment: Quiz on Valuation	2	Self Paced	



11-09-2021 SAT	Equity Research	Shashank Yadav, CFA	Data collection and reading annual reports	Learn how to list down the needed data, how to find them and how to read annual reports Case Study 22-1: Persistent Business Model	2	Live - Zoom	9 am - 11 am
12-09-2021 Sum	Equity Research	Shashank Yadav, CFA	Creating Template and Data filling	Learn how to create appropriate template based on the requirement of the business and how to add financial data in the financial statements Case Study 22-2: Persistent Business Model	2	Live - Zoom	9 am - 11 am
18-09-2021 SAT	Equity Research	Shashank Yadav, CFA	Revenue Driver	Learn how to break down and simplify the business model in Price and quantity and do it practically for a business Case Study 22-3: Persistent Business Model	2	Live - Zoom	9 am - 11 am
19-09-2021 Sum	Equity Research	Shashank Yadav, CFA	Cost Driver	Learn how to break down costs structure of business and techniques to forecast the costs in the future Case Study 22-4: Persistent Business Model	2	Live - Zoom	9 am - 11 am
Total Hours					48		

Assignments	Type	Deadline	Marks	Weight		
Sumif Assignment	Case study	17-07-2021	20	20%	Minimum Passing Score	70
FRM Mechanics	Case study	22-08-2021	20	20%	Deadline(Buffer)	15 Days
Manufacturing Model	Case study	05-09-2021	20	20%		
Financial Mathematics Quiz	Quiz	15-08-2021	20	20%		
FSA - IS, BS - CFS Quiz	Quiz	22-08-2021	20	20%		



Notice



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Date : 08.10.2021

Value Added Certification Financial Analysis and Modeling

NOTICE

All the students of MBA-I Year, DIV 2 (2020-22 batch) should note that **VAC-Finance** sessions will resume from **Saturday, 9th October 2021** as per the schedule mentioned below.

Day & Date	Time	Mode
Saturday 09.10.2021	09.00 am to 11.00 am	Online via Zoom
Sunday 10.10.2021	09.00 am to 11.00 am	Online via Zoom
Saturday 16.10.2021	09.00 am to 11.00 am	Online via Zoom
Sunday 17.10.2021	09.00 am to 11.00 am	Online via Zoom

Important:

1. Assignments have been uploaded on your Google classroom. You need to submit all your assignments on or before **14th of October 2021** by **5.00pm**.
2. Certificate will be given only to those students who fulfil the criteria of attendance and full submission of Assignments.

Wish you all the best...

Prepared by

Dr. Madhura Deshpande
VAC- Finance Coordinator

Verified by

Adv. Manisha Kulkarni
HOD, MBA@IICMR

Approved by

Dr. Abhay Kulkarni
Director, MBA@IICMR



Ref: IICMR/MBA/2021-22/VAC Finance-2021/

7. Certification in Tally

Course Contents






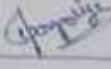
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"Life Turning Training Earning"

1. Business Accounting and Book Keeping (Tally):	Date	Hours
Module 1		
· What is Accounting?		3
· What are the Accounts types?		
· What are the Methods of Accounting Entry System Use?		
· How to install the Tally ERP?		
Module 2		
· How to create the Company in Tally ERP?		3
· Introduction to Tally ERP		
· What are the Accounts Groups of Tally ERP?		
· How to create the Ledgers in Tally ERP?		
· How to Enter the opening balance in to Tally ERP?		
· How to Work with Ledger & Trail balance?		
· What are the Types of Vouchers use in Tally ERP?		
· Inventory Accounting.		5
Module 3		
· How to enter the transactions in to the vouchers?		2
· How to Work with Ledger, Vouchers & Transactions?		
· What Is Bank Reconciliation Statement?		2
· How to Reconciliation Bank Statement?		
· Why Company's Bank Accounts Balance Differ from Bank Statement?		
· How to reconciliation company's bank accounts with bank statement?		
Module 4		
· What Is GST?		5
· What are the Models of GST?		
· What is the Common GST Rate?		
· How to work with GST in Tally ERP?		
Module 5		
· What Is the Top 25 Shortcut Keys in Tally ERP?		2
· How to Export The Tally ERP Report as a Excel Format?		
· How to Export The Tally ERP Report as a Html Format?		
· How To Backup And Restore The Data From Tally ERP?		
· When To Do Journal Voucher Entry in Tally?		3



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Session Plan

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					Date: 18/01/2022
<h3>VAC Tally Certification Lesson Plan</h3> <p>(MBA Sem III - Div1)</p>					
Sr.No	Date	Time	Topic Covered	Mode	Signature
1	19/01/2022	03.30 to 07.30 PM	Business Accounting and Book Keeping (Tally): Module 1 - What is Accounting? What are the Accounts types? What are the Methods of Accounting Entry System Use? How to install the Tally ERP?	Online	
2	12/02/2022	03.30 to 07.30 PM	Module 2 - How to create the Company in Tally ERP? - Introduction to Tally ERP - What are the Accounts Groups of Tally ERP? - How to create the Ledgers in Tally ERP? - How to Enter the opening balance in to Tally ERP? - How to Work with Ledger & Trail balance? - What are the Types of Vouchers use in Tally ERP? - Inventory Accounting.	Offline	  
3	15/02/2022	03.30 to 07.30 PM	Module 3 - How to enter the transactions in to the	Offline	

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			vouchers? · How to Work with Ledger, Vouchers & Transactions? · What Is Bank Reconciliation Statement? · How to Reconciliation Bank Statement? · Why Company's Bank Accounts Balance Differ from Bank Statement? · How to reconciliation company's bank accounts with bank statement?		
4	24/02/2022	03.30 to 07.30 PM	Module 4 · What Is GST? · What are the Models of GST? · What is the Common GST Rate? · How to work with GST in Tally ERP?	Offline	<i>Harshal Patil</i>
5	03/03/2022	03.30 to 07.30 PM	Module 5 · What is the Top 25 Shortcut Keys In Tally ERP? · How to Export The Tally ERP Report as a Excel Format? ·	Offline	<i>Harshal Patil</i>
6	09/03/2022	03.30 to 07.30 PM	How to Export The Tally ERP Report as a Html Format? · How To Backup And Restore The Data From Tally ERP? · When To Do Journal Voucher Entry in Tally?	Offline	<i>Harshal Patil</i>

Prepared by

Harshal Patil

Mr. Harshal Patil
Coordinator

Verified by

Dr. Adv. Manisha Kulkarni
HOD, MBA@IICMR

Approved by

Abhay Kulkarni
Dr. Abhay Kulkarni
Director, IICMR



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Date: **01.06.2022**

HR Core Certification
MBA-II Year Sem. IV
Academic Year 2021-22

This is to inform all MBA Second Year (both divisions) students that Value added certification on '**HR Core Processes Certification**' is going to start from **02.06.2022**.

To avail certification it is mandatory to you all **to attend all sessions, course assessments and evaluation.**

Duration: 3 hours

Venue: TI 41

Resource Academy: Pace Academy

Time: 1.30 to 4.30



Prepared by

Swapnisha Khambayat

Mrs. Swapnisha Khambayat

HRCPC-Coordinator



Approved by

Manisha Kulkarni

Dr. (Adv) Manisha Kulkarni

HOD, MBA@IICMR

Director
DIRECTOR

**Institute of Industrial & Computer
Management & Research (I.I.C.M.R.)**
Nigdi, Pune - 411 044.

Course Content

Strategic Human Resource Management		
Main Topics	Sub Topics	What Students will Learn
Background Verification	Concept	How to do reference checks
	Procedure	
Joining Formalites	Pre joining formalites	How to conduct joining formalities
	Post Joining Formalites	Important Aspects to consider.
	Statutory Forms	
Induction & Orientation	Concept	How to conduct Induction & Orientation
	Procedure	
Training & Development	Concept	Difference in Training & Development
	Types of Training	Manage Training & Development
	Budgeting - Onetime/Recurring cost	Various Training Selection,
	Feedback (Trainer, Training Contents, Assements etc)	Training Evaluations
HR Letters	Offer Letter, Appointment Letter	Different types of letter
	Confirmation Letter, Termination Letter	Issues of letters
	Promotion Letter, Increment Letter	Framing of words
	Relieving Letter, Experience Letter	
	Salary Certificate, ANNEXURE-A	
Hr Audit	Recruitment, Complaine, Payroll	Different Audits
	Internal, External	Compliance & Effectiveness
Performance Management System	Performance appraisal, Forms, Process	Different ways of appraisal
	(180,360, MBO BARS, Balanced Scorecard, Self Appraisal)	Realtime appraisal process & scenarios
Exit Formalities	Exit Form	Conduct Exit formalities
	Feedback	
	Reports	

Duration

30 mins



1.5 hour




1 hour

Topics	Duration Hours	June Dates	Topic	hours	Infrastructure
Recruitment	8 hours	2	Recruitment	3	projector, pc, internet,
Compliances	6 hours	3	Recruitment	3	projector, pc, internet,
Payroll	4 hours	6	Recruitment & Compliance	3	projector, pc, internet, LAB(2hours)
shrm	4 hours	7	Compliance	3	projector, pc, internet
test process		8	Compliance & Payroll	3	projector, pc, internet
Evaluation	2 hours	9	payroll	3	projector, pc, internet
		10	Payroll & Shrm	3	projector, pc, internet
		11	Shrm & Evaluation	3	projector, pc, internet
		16-17	if any thing remaing		
total	24 hours				



9. Certification in Behaviour and Personality Development Skills (BPDS)

Session Plan


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Date: -27 sept-2022

Behavioral & Personality Development Skills (BPDS)

BPDS Sessions Plan				
Starting from 15-11-2021				
Sr. No	Sessions Number	Content to be Delivered	Outcomes of the Session	Assessment of Outcomes (Activity, Quiz, Discussion etc.)
1	3	Self-Introduction, educational background, family	overcoming stage fear	Activity, discussion
2	15	Dos and don'ts of GD, types of GD, thumb rules	analytical thinking and improve communication	Activity, discussion
3	10	Dos and don'ts of interview, types of interviews, thumb rules	make them Industry ready	Discussion and activity
4	10	vocabulary enhancement, new words, sentence formation	increase vocabulary	Activity, quiz
5	7	do's and dont's of presentation, language, voice intonation	analytical thinking and enhance communications	Activity
6	4	Email etiquette, thumb rules, common phrases	enhance email writing skills	Activity
7	5	CV writing, points to be included, fonts, descriptors	make CV industry ready	Activity, discussion
8	3	do's and donts of Grooming, dressing, attire,	improve their personality	Activity
9	4	how to solve case study, identifying problem, appropriate solution	improve analytical thinking and communications	Activity
10	4	Book review, speed reading, identifying gist, precis writing	improve critical thinking and vocabulary	Activity



Profile of BPDS Trainer: -



Rizwan Khan has over 25 years in leading MNC 's and over 8 years in academia. He has completed his Master's in corporate communications from Bournemouth University UK and specialized in soft skills training. His last corporate assignment was Vice president in HSBC bank till date he's coached over 3000 students in soft skills and many of the students are placed in leading companies. His unique way of training has been very well received by the students.

Short Brief of BPDS Sessions: -

The assessment of all the above modules was done by the course moderator and each student was given individual feedback

Notes:

Given the diversity of the cohort, it was indeed a challenging assignment for the trainer. The response to the above modules was excellent and many students actually spoke in public for the first time. There was a lot of emphasis on class participation so as to remove the student's inner fears. A lot of motivation was given to the student to make them participate during the sessions. The modules were well appreciated by the students and there was a significant improvement in their personality. Many students wanted the classes to be conducted all year around. All in all, the BPDS session was a grand success.



Photos of the sessions



Write down the two takeaways from the session?

Answer: -

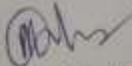
- Summary writing, learning new words and implementation, understanding a short family new words and meanings, new vocabulary and we raise when we life others
- Gist and 5 new words, critical thinking We are improving writing skills and vocabulary
- Analysis of video Writing skills new words in vocabulary Critical thinking
- Using the new words in making sentences Every lecture we will learners something new words
- Many new things new words and short film
- Writing skills Putting the words which we learn daily in the summary of video which is shown to us Communication and vocab I learn how to summarizes stories and learn moral from this.
- Writing skill Unique thought Jist & vocab Increased vocabulary
- Learn new words and push ourself to critical thinking We corrected our grammar mistake
- And also improve vocabulary Increase in vocabulary Summary writing
- You have the ability to improve its just a step away, fall keep falling but stand up again and try.
- Increasing Vocabulary Good Vocabulary Takeaways writing Vocab increment
- Proper formation of Gist, Vocabulary, Word power, how to write gist of stories
- English proficiency, relevancy, new vocabulary words, Vocabulary and summary writing Making effective sentences

Prepared By



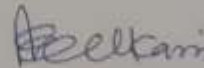
Dr. Rajendra Agawane
Coordinator BPDS
MBA@IICMR.

Verified by



Dr. Manisha Kulkarni
HOD, MBA@IICMR

Approved by



Dr. Abhay Kulkarni
Director, IICMR



10. Certification in Advanced Excel and Power BI

Brochure



Integrated Program in Business Analytics

According to the 2020 recent survey, nearly 62% of developers use python, and a further 20% want to do so. It is one of the official language of Google. Python and Business Analytics are termed as bread & butter of future analytics industry. There is so much curiosity about them that Python and Analytics searches even outstrip searches for Donald Trump on Google.

Course Stages:

- Data Handling and Extraction with SQL and Python
- Data Visualization using Power BI and Python
- Statistical Data Analysis using Advanced Excel and Python
- Generating Business Values and Effective Storytelling with Power BI
- Predictive Statistical Modeling Algorithms
- Gaining expertise in Probability, Normal Distribution, Regression

Duration: 100 Hours
Mode of Training: Classroom/ Online



Instructor's message-



We are delighted to launch the Business Analytics Certification Program for PGDM & MBA Students. This program is designed to provide an in-depth & practical working knowledge of analytics and its applications in solving real life business problems. The focus of learning will be covering all 3-dimensions from Business Analysis to learning Software tools to implementations of real time use cases.

Software Skills: Business Analytics with Python, Data Visualization using Power BI, Data Handling with Advanced Excel and SQL Server.

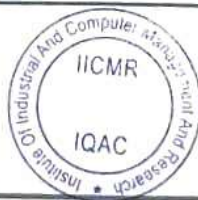
- Sahil Aggarwal
Founder, iClass Gyansetu



We are happy to initiate a certificate program in Business Analytics. The analytics is among the fastest growing sectors in India, with estimated growth rate of 30% year-to-year. The industry is also seeking talent which can help drive this growth. We are fully committed to support the ambitions of those interested in upskilling themselves.

Software Skills: Data Science, Artificial Intelligence, Machine Learning, Deep Learning, Computer Vision

- Shalki Aggarwal
M.Tech (CS) IIIT Hyderabad
Data Scientist, Microsoft



Course Outline:

Data Visualization using Power BI-

Sl No.	Topics
1.	Power BI Introduction
2.	Power BI Components
3.	Getting Data using Power BI
4.	Power BI Transformations
5.	Creating Data Models
6.	Power BI Charts
7.	Power BI Filters
8.	Power BI Visualizations
9.	Exploring Data in Power BI
10.	Power BI and Excel
11.	Power BI Publishing and sharing
12.	Power BI Integration with Data Sources
13.	Data Analysis Expressions (DAX) <ul style="list-style-type: none">• Math & Stats• SUMX & Calculate Function• Related Function• All Function• Aggregate Functions• Date Functions• Logical Functions• String Functions• Filter Functions• Trigonometric Functions• Time Intelligence Functions
14.	Reports – Objects & Charts, Formatting Charts
15.	Report Interactions
16.	Bookmarks
17.	Managing Roles
18.	Custom Visuals
19.	Desktop vs Phone Layout
20.	Artificial Intelligence Visuals – Key Influencers



Data Handling & Visualization using Python

Sl. No.	Topics
1.	Installation of Python
2.	Python Datatypes & Python Loops
3.	Python Strings
4.	Python Lists
5.	Python Tuples
6.	Python Dictionary
7.	Python Date & Time
8.	Python Operators
9.	Python Functions
10.	Python I/O Functions
11.	Python OOPS Concepts
12.	Debugging & Python Database Access
13.	Python Multi-Threading
14.	Working with CSV & Excel Files
15.	Advanced Data Types <ul style="list-style-type: none">• Deque in Python• Python orderedDict• Python namedTuples• Python Frozenset• Difference between List, Tuple, Dict, Set, FrozenSet
16.	Python Comprehensions <ul style="list-style-type: none">• List Comprehensions• Set Comprehensions• Dictionary Comprehensions• Set Comprehensions
17.	Numpy
18.	Pandas
19.	Exploratory Data Analysis in Python
20.	Data Analysis & Visualization in Python
21.	Web Scrapping
22.	Natural Language Processing



Advanced Excel-

Sl. No.	Topics
1.	Getting Started with Excel
2.	Workbook Protection & Security
3.	Data Formats, Data Formatting & Alignment
4.	Hands on Practice on Short Keys
5.	Conditional Formatting
6.	Advanced Conditional Formatting techniques
7.	Graphs & Charts
8.	Advanced Charts – Waterfall/ Bridge Graphs
9.	Data Tools- Filtering, Sorting, Remove Duplicates, Data Validation, Grouping
10.	Absolute and Relative Referencing Concepts
11.	Case Studies on Absolute and Relative Referencing
12.	Specialized Functions/Formulas
13.	Lookup Functions <ul style="list-style-type: none"> • Vlookup & its Limitations, Hlookup, Index Match, Hyperlink, Indirect, Offset, Transpose
14.	Vlookup Case Studies: <ul style="list-style-type: none"> • Vlookup General Problems, Vlookup with Match Function, Vlookup using (*) problems, Vlookup using Running Countif, Nested Vlookup
15.	Text Formulas – <ul style="list-style-type: none"> • Char, Concatenate, Exact, Find, Left, Right, Proper, Search, Mid, Upper
16.	Logical Formulas – <ul style="list-style-type: none"> • And, If, IfError, Not, OR, True
17.	Date Time Formulas - <ul style="list-style-type: none"> • Day, Date, Hour, Minute, Second, Time, Month, Year, Today, Weekday, Now
18.	Mathematical Formulas – <ul style="list-style-type: none"> • Sum, Sumif, Sumifs, Count, Countif, Mod, Product, Sumproduct, Roundup, Array Formulas
19.	Pivot Reports/ Dashboard <ul style="list-style-type: none"> • Pivot Table & Pivot Charts



Report



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Date:15/09/2021

REPORT

VAC-POWER BI



1) Course Details:

Course Name: VAC – Power BI

Duration :35 Hrs

Trainer Name: Mr. Sahil Agrawal

VAC PowerBI Coordinator: Mr. Harshal Patil

Student Coordinator: Priyanka Lalwani

2) About Course: Power BI is the market leader in terms of the ability to execute and it encourages the application of analytical reasoning for creating solutions. As business implications of the huge volume data most of the companies look for the tools that can do analysing and extracting actionable insights. Therefore, the demand for Power BI professional is increasing. To fulfil this demand Power BI certification was conducted to increase the analytical skills and to set hands on for the students. As it is one of the most popular data visualization tools and it helped the students to upgrade their skills.





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The course is of 35 hrs duration and integrates data analysis using Microsoft Power BI. The course incorporates Microsoft Power BI concepts from basic to advanced level that will enable the learner achieve better grades, develop academic/corporate/entrepreneurial career in data analysis by applying the knowledge acquired during the course.

3) Objectives:

- To enhance the ability skills and provide hands on the popular tool like Power BI which will help the students to develop their skills and will add value to their resumes.
- To familiarize Students with basic to intermediate skills for using Power BI in the classroom via Business Applications.
- To provide students hands on experience on Microsoft Power BI API'S
- To develop real time dashboards.

4) Description of Course:

Power BI is a Business Intelligence (BI) tool that collates and analyses data from a wide range of sources such as Excel workbooks, SQL databases, web sites and cloud services and displays it in user friendly, interactive BI dashboards.

The Value-Added Certification on "Power BI" (VAC-Excel) course for MBA 2020-22 batch had been conducted by the Institute of Industrial & Computer Management & Research (IICMR) department of MBA during 09th July – 15th Sep 2021.

Microsoft Power BI comes in three main forms:

- An extension to Excel
- A cloud-based service
- A desktop-based application

The Power BI dashboard aggregates your data in one location saving time and effort. With a little help from experts such as our highly trained data scientists and Power BI specialists, you can customise these BI dashboards to create visualisations displaying the key performance indicators and analytics you need to answer crucial business questions.





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An advantage of Microsoft Power BI is that its relatively easy to familiarise yourself with, as it's based on the underpinnings of Microsoft Excel that many businesses know well. This, along with our help as a Power BI consultant providing expertise tailored to your particular circumstances, means you can quickly benefit from this very powerful form of business intelligence.

5) The Benefits of Using Power BI for Management Students:

- **Centralising data** – Power BI offers unparalleled insight into your business via easy- to-use BI dashboards. Even if you have disparate systems, you'll still be able to aggregate this data into one location.
- **Better decision making** – Having all your data in one place on BI dashboards will help you to make better decisions such as, for example, having a real time view of current sales and your sales pipeline. Marketing and sales statistics can all be fed into Power BI, equipping you with the information you need to make strategic and intelligent decisions.
- **Anywhere, any place access** – You can take Power BI anywhere on your tablet or laptop. You'll be able to export insights gleaned easily with a touch of a button.
- **Low cost** – Power BI is available on monthly subscription at various price points to suit your needs and budget compared to other solutions available in the marketplace.
- **Meaningful future planning**– Thanks to technologies such as machine learning capabilities, which is included in Power BI premium licences and allows you to connect it to your Microsoft Azure machine learning models, it can help base future planning on more solid intelligence as opposed to vague crystal ball gazing.
- **Data handling capacity**– The increasing amounts of data gathering means fewer comprehensive platforms cannot easily process it: Power BI provides high data processing capabilities to meet the challenges of increased data capture.

6) Outcomes:

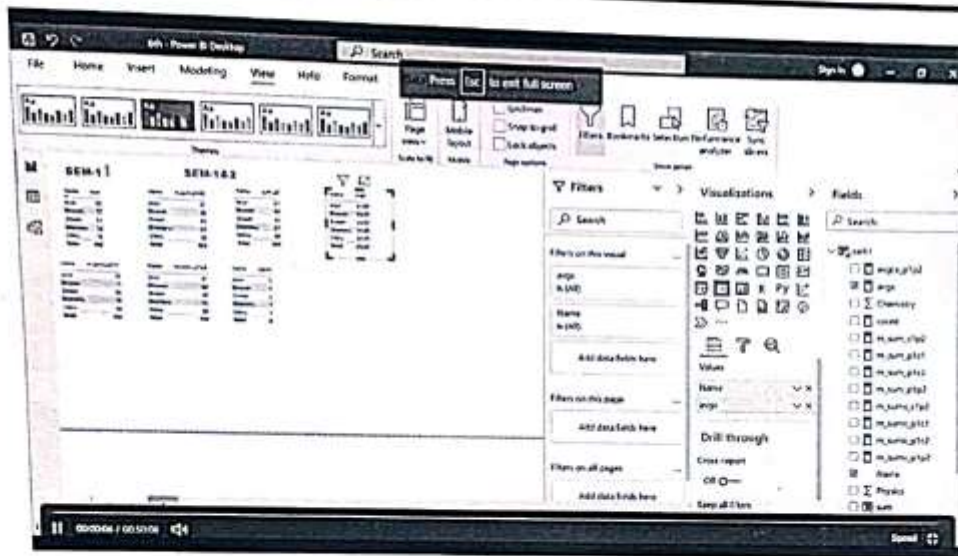
Students will be able to Perform Business intelligence, statistical analysis and predictive analytics





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8) Feedback:

The feedback for the Certification on VAC-Power BI was Excellent. Learning Power BI is the need of an hour. The participants were benefited by the excellent knowledge & hands on practice of MS Power BI tool, Assignments, case studies and Real time dash board development throughout the training sessions. They were happy & the certification will help them for their career.



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