

Maharaja Agrasen Institute of Management Studies

(Established by Maharaja Agrasen Technical Education Society) Affiliated to GGSIP University, Delhi

Recognized U/s 2(f) of UGC & Bar Council of India

ISO 9001:2015 Certified Institution

Maharaja Agrasen Chowk, Sector-22, Rohini, Delhi-110086 India (Est. 2003); www.maims.ac.in

Courses offered: BBA, B.Com (H), B.A. Eco. (H), BA (JMC), BALLB & BBALLB



Department of Business Administration

Under the Aegis of IQAC & in association with ThinkQuest

Club in collaboration with

PCJ School of Management, Maharaja Agrasen University, Baddi, HP

is organizing

Skill Enhancement Certification Course

(July '21 – Sept '21)

Data Analytics 2.0

Key Takeaways

- Application of Research Methodology
- Understanding of different types of data
- Able to describe, predict & make informed decisions
- Application in the specific areas of marketing, human resources, finance, and operations.



Cash Prize for Top Performers



Time: 3:00 PM - 4:30 PM



Duration: 30 Hours



Days: Tuesday, Thursday, Saturday

For queries, mail us on: thinkquest@maims.ac.in


Programme Head: Prof. (Dr.) Vijay Kr. Khurana
Convener: Dr. Bharti Chaudhary
Co-Convener: Dr. Shilpee Aggarwal



Maharaja Agrasen Technical Education Society (MATES), New Delhi

Dr. Nand Kishore Garg
Founder & Chief Advisor, MATES
Chancellor, Maharaja Agrasen University, Baddi, HP



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About Maharaja Agrasen Technical Education Society

Maharaja Agrasen Technical Education Society (MATES) is a charitable trust comprising of a group of well-known Educationists, Industrialists, Businessmen, Professionals and Philanthropists with an aim to promote quality education in the field of Technology, Management, Law, Pharmacy and Health Services to shape the human society for a better future. Dr. Nand Kishore Garg (Founder & Chief Advisor-MATES, Chancellor-MAU, Three Times MLA-Delhi Vidhan Sabha) has been a significant source of inspiration and motivation for achieving the aims and goals of the society.

About Maharaja Agrasen Institute of Management Studies

MAIMS was established in 2003 by Maharaja Agrasen Technical Education Society. The Institute has attained a distinct position in running BBA, B. Com (H), BA (H) Eco, BA (JMC), BALLB (Integrated), and BBA LLB (Integrated) programmes affiliated with Guru Gobind Singh Indraprastha University, Delhi. The Institute was granted ISO certification 9001:2015 after meeting the updated requirements of ISO certification. MAIMS has over the years grown into a premier centre of excellence and has made its niche in the areas of teaching, research, consultancy, and corporate development.

Course Description

Courses on research methodology are often well packed with methods and techniques of data analyses, 'but' with limited understanding of the logic underlying the various techniques, methods, and research design. Keeping this challenge in mind, the present course has been designed for students who keen to do research & data analysis in the years to come. The students will learn how data analysts describe, predict, and make informed business decisions in the specific areas of marketing, human resources, finance, and operations. The students would be able to become employable in this fast-growing new age field by demonstrating the skills learnt through this course.

Excel/SPSS/Jamovi/R & others had been used to conduct various statistical tests and make an inference about the data. Specifically, the course covered in-depth lessons for advance excel commands, formulas, charts/plots followed by descriptive analysis, parametric & nonparametric tests, correlation, regression, normality, and factor analysis. Many companies have now been looking for a skilled professional, who understand the research methodology, statistical techniques, data presentation & working on statistical software. Thus, this course would build the data analysis skills among the students.

Schedule

Lec. No.	Topics	Resource Person
1	Types of Data- Nominal, ordinal, ratio & interval	Prof . V.K. Khurana
2	Filter -N umber and Text filters, data filters	Ms. Shilpee Aggarwal
3	Sorting -Sort by color, reverse list and randomize list	Dr. Bharti Chaudhary
4	Conditional Formatting — Manage, rules, data bars, color scales	Mr. Inderpal Singh
5	Use of Graphs — trend lines, Histogram, multiple axis graph	Dr. Bharti Chaudhary
6	Cleaning Data in Excel - removing, use of min & max	Dr.SumedhaDutta
7	Data Screening through Descriptive Analysis	Mr. Nakul Anand
8	Tables — Structured references, table styles and quick analysis, duplicates	Ms. Preeti Bansal
9	Macros	Dr.DeepakDagar
10	Frequency distribution	Ms. Shilpee Aggarwal
11	Pivot Table	Dr.DeepakDagar
12	Hypothesis testing — t test and z test	Dr.Sumedha Dutta
13	ANOVA	Mr.Nakul Anand
14	Correlation & Regression	Ms.Preeti Bansal
15	Working in SPSS: Entering data, variable labels, value labels	Mr.Nakul Anand
16	Chart Creation Basics - box plot, histogram, PP plots	Mr. Inderpal Singh
17	Descriptive Analysis & Crosstabulation	Ms. Shilpee Aggarwal
18	Mann Whitney Test, Wilcoxon test	Dr.Sumedha Dutta
19	T-test & ANOVA	Dr. Bharti Chaudhary
20	Correlation & Regression	Ms. Preeti Bansal
21	Exploratory Factor Analysis	Dr.Sumedha Dutta

**Hands on experience on Excel/Jamovi/SPSS etc.*

**Participants must make arrangement for their own software.*

Registration

Category	Fees till 22 nd July'21	Fees after 22 nd July'21
Internal Participant	INR 150/-	INR 250/-
External Participant	INR 200/-	INR 300/-

*Fee is non-refundable.

Limited seats on first cum first serve basis.

Who should attend?

[Click Here for Registration](#)

Research Scholars, Early Researchers, Students
– Undergraduate & Postgraduate, Research
Enthusiastic.

Bank Account / Paytm Details for Payment

IMPS/NEFT		Paytm/UPI	
Account Holder's Name	Maharaja Agrasen Institute of Management Studies	Name	Maharaja Agrasen Institute of Management Studies/ Anil Kumar
Bank Name	Union Bank of India	Mobile No.	8448186940
Account Number	394502010059876		
Account Type	Savings Account		
IFSC	UBIN0560421		
*UTR/Ref. No. & Screenshot of payment to be uploaded for completing the registration form			

Requirements for Issue of Certificate

- **80% or more attendance**
- **Submission of solutions/answers of all assignments**
- **Submission of weekly feedbacks**
- **Good performance in all MCQ test**

Cash Prizes: INR 500/- each shall be given to top 3 performers.

- Certificate of Merit will be issued to top 5 performers.
- Certificate of Completion will be issued to participants who successfully complete the course.

Patrons

Prof. (Dr.) S.K. Garg
Director General, MAIMS

Prof. R. K. Gupta
Vice-Chancellor, MAU

Prof. (Dr.) G.P. Govil
Advisor, MATES

Prof. (Dr.) Vishal Kumar
Dean Research & Director
PCJ School of Management

Advisor

Prof. (Dr.) Ravi Kumar Gupta
Director, MAIMS

Chief Coordinator

Prof. (Dr.) Vijay Kumar Khurana
HOD – Business Administration

Resource Persons

- Prof. (Dr.) Vijay K. Khurana, Programme Head & HOD – Business Administration
- Dr. Bharti Chaudhary, Convener & Associate Professor – Business Administration
- Ms. Shilpee Aggarwal, Co- Convener & Associate Professor – Business Administration
- Dr. Sumedha Dutta, Associate Professor – Business Administration
- Dr. Deepak Dagar, Assistant Professor – Business Administration
- Ms. Shilpee Aggarwal, Associate Professor – Business Administration
- Mr. Inderpal Singh, Assistant Professor – Business Administration
- Ms. Preeti Bansal, Assistant Professor – Business Administration
- Mr. Nakul Anand, Assistant Professor – Business Administration

Top Performers of 1st series

Data Analytics 1.0

(Feb'21 – May'21)

Participants Qualifying with Aggregate Score of 80% or more

S.No.	Name	Program (2018-21)
1	Mehak Lonial	BBA
2	Himanshu Dwivedi	BBA
3	Manmeet Singh	BBA
4	Kanika Jain	BBA
5	Naman Rajput	BBA
6	Tanisha Chadha	BBA
7	Moksh Marwah	BBA
8	Yamini	BBA
9	Tushar Aggarwal	BBA

For further queries mail us: thinkquest@maims.ac.in