



Department of Business
Administration

Under the Aegis of IQAC

In Association with
PCJ School of Management
Maharaja Agrasen
University, Baddi, HP

Skill Enhancement
Certificate Course on
Data Analytics 3.0

March– May 2022

Venue -Online (Google Meet)

3:00PM - 4:30PM

Date of Commencement: 19 Mar 2022



Data Analytics 3.0

Cash Prizes for Top Performers

[Click to Register](#)

Maharaja Agrasen Institute of Management Studies

(A Unit of 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

Campus: Maharaja Agrasen Chowk, Sector-22,

Rohini, Delhi-110086 India (Est. 2003)

Office Phone: 8448186950

www.maims.ac.in

Courses offered: BBA, B Com(H), BA(H) Economics, BAJMC,
BALLB, BBALLB

Key Takeaways

- Online Classes via Gmeet
- 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.



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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.

- **Commencement Date:** Saturday, 19th March 2022

Contents of the Course

Lect. No.	Topics
1	Types of Data- Nominal, ordinal, ratio & interval
2	Sorting & Filter -N umber and Text filters, data filters
3	Conditional Formatting — Manage, rules, data bars, color scales, Cleaning Data in Excel
4	Tables & Graphs
5	Pivot Table
6	Descriptive Analysis & Frequency distribution
7	Macros
8	Hypothesis testing — t test and z test
9	ANOVA
10	Correlation & Regression
11	Working in SPSS: Entering data, variable labels, value labels
12	Chart Creation Basics - box plot, histogram, PP plots
13	Descriptive Analysis & Crosstabulation
14	Mann Whitney Test, Wilcoxon test
15	T-test & ANOVA
16	Correlation & Regression
17	Exploratory Factor Analysis
18	Research writing: Introduction
19	Systematic Literature Review
20	Research Design: Concept & Types
21	Ethics of Research writing

Who Can attend?

- This Skill Enhancement Certificate Course would be beneficial for students for enhancing their data analysis skills.

Registration & Certifications

- **Number of Seats:** Limited seats are available on first cum first served basis.
- **Registration Fees (per person):**

Dates	For External Participants	For Internal Participants
7 th March 2022	INR 2500/-	Free

- **Cash Prizes of ₹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 the participants who successfully complete the course.

Paytm Details for Payment

Through Paytm	
Account Holder's Name	Dr. Bharti Chaudhary
Mobile Number	9818716512

Registration Form Link

- **After making payment, please fill the registration form using below link:**
<https://forms.gle/z3Da6WMX2UaYcXEj9>

Requirements for Issue of Certificate

- Regular and high attendance.
- Submission of solutions/ answers of all assignments.
- Submission of all weekly feedbacks
- Good performance in all MCQ based tests.

Organizing Team

Mentors

Prof. (Dr.) Ravi Kumar Gupta
Director, Maharaja Agrasen
Institute of Management Studies

Prof. A. K. Vasishtha
Director, PCJ School of Management,
Maharaja Agrasen University, Baddi

Chief Coordinator

Prof. (Dr.) Vijay Kr. Khurana
(HOD, Business Administration)

Conveners

Dr. Bharti Chaudhary
Associate Professor
Department of Business Administration

Dr. Shilpee Aggarwal
Associate Professor
Department of Business Administration

Resource Persons

- Prof. (Dr.) Vijay K. Khurana, Chief Coordinator, (HOD, 7988142771)
- Dr. Bharti Chaudhary, Convener (Associate Professor, 9818716512)
- Dr. Shilpee Aggarwal, Co- Convener (Associate Professor, 9999347555)
- Dr. Sumedha Dutta (Associate Professor, 9899297925)
- Dr. Deepak Dagar (Assistant Professor, 9311433901)
- Mr. Inderpal Singh (Assistant Professor, 9891997584)
- Ms. Preeti Bansal (Assistant Professor, 9899207699)
- Mr. Nakul Anand (Assistant Professor, 9873721180)
- Dr. Shruti Yadav (Assistant Professor, 9873901492)

'Learning is unifying seemingly divergent ideas and data.' –Terry Heick

