

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 Online on G-Meet)

Data Analytics 2.0

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.



Cash Prize for Top Performers



Time: 3:00 PM - 4:30 PM



Duration: 30 Hours



Date of Commencement: 13-07-21

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

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 understand the basic concepts of research & data analysis in the years to come. The students will learn basics of research and 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 had been used to conduct various statistical tests and make an inference about the data. Specifically, the course covered in-depth lessons on basic concepts of research, hypothesis formulation, sampling and data collection followed by descriptive analysis, literature review. Thus, this course would build research skills among the students.

Schedule

Lec. No.	Topics	Resource Person
1	Basics of Research	Prof . V.K. Khurana
2	Research Problem	Ms. Shilpee Aggarwal
3	Research Design	Dr. Bharti Chaudhary
4	Hypothesis Formulation	Mr. Inderpal Singh
5	Qualitative Methods in Research	Dr. Bharti Chaudhary
6	Quantitative Methods in Research	Dr.Sumedha Dutta
7	Sampling Methods	Mr. Nakul Anand
8	Methods of Data Collection	Ms. Preeti Bansal
9	Tools & Techniques of Data Collection	Dr.DeepakDagar
10	Data Analysis	Ms. Shilpee Aggarwal
11	Research Proposal	Dr.DeepakDagar
12	Review of Literature	Dr.Sumedha Dutta
13	Scaling	Mr.Nakul Anand
14	Measurement	Ms.Preeti Bansal
15	Reliability & Validity	Mr.Nakul Anand
16	Primary & Secondary Data	Mr. Inderpal Singh
17	Survey Method	Ms. Shilpee Aggarwal
18	Case Study Method	Dr.Sumedha Dutta
19	Data Processing	Dr. Bharti Chaudhary
20	Presentation of Research	Ms. Preeti Bansal
21	Citation pattern and Plagiarism	Dr.Sumedha Dutta

**Hands on experience on basics of research.*

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

Registration

Category	Fees till 2nd July'21
External Participant	INR 2500/-
Free for Internal Participant	

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

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