



Maharaja Agrasen Institute of Management Studies

A Unit of Maharaja Agrasen Technical Education Society
Affiliated to GGS IP University; Recognized u/s 2(f) of UGC
Recognized by Bar Council of India; ISO 9001: 2015 Certified Institution
Maharaja Agrasen Chowk, Sector 22, Rohini, Delhi -110086, INDIA
Tel. Office: 8448186947, 8448186950 www.maims.ac.in

Under the Aegis of IQAC

Skill Enhancement Certificate Course

Data Analytics 2.0

13th July-3rd September 2021

Research allows students to find the right solutions to key issues by providing facts that will help them to analyze the problem, testing the feasibility and finding better solutions to the challenges. Basics of the research are the need of an hour. In this dynamic & ever-changing environment, predicting the future has become more relevant, especially with the availability of enormous amount of data. Many companies have now been looking for a skilled professional, who understand the basics of research and data presentation. Thus, it encouraged the seasoned faculty of MAIMS to design a skill enhancement course in data analytics on basics of research.

This Certification Course was the initiative taken under the aegis of IQAC in association with ThinkQuest Club and for the course was started for all the Research scholars, faculty & undergraduate students across the country. students of MAIMS. The prime objective of the course was to equip the students with the basics of research to make an inference about the data. Specifically, the course covered in-depth lessons Basics of Research, Research Problem, Research Design, Hypothesis Formulation, Qualitative Methods in Research, Quantitative Methods in Research, Sampling Methods, Methods of Data Collection, Tools & Techniques of Data Collection, Data Analysis, Research Proposal, Review of Literature, Scaling, Measurement, Reliability & Validity, Primary & Secondary Data, Survey Method, Case Study Method, Data Processing, Presentation of Research, Citation pattern and Plagiarism. A total of 185 students completed the course and two batches were formed for convenience. The course was of 30 hours, divided in 20 online sessions of one & half hour each on Google Meet. Every session was

followed with a practical assignment related to it. After the completion of the week (2 sessions), a feedback form was floated to get the viewpoint of the students. A total of 10 such feedback forms were filled by the students. The students were assessed based on the assignment submitted, MCQ test on Basics of Research.

It was a great learning experience for the students as well as for the faculty. The sessions were conducted by Prof. (Dr.) Vijay Kumar Khurana, Dr. Parul Kumar, Dr. Bharti Chaudhary, Dr. Sumedha Dutta, Ms. Shilpee Aggarwal, Ms. Preeti Bansal, Mr. Inderpal Singh, and Mr. Nakul Anand. Certificates were given only to such students who successfully qualified all the four parameters, namely, attendance, feedback forms, assignments, and quizzes.

The credit for this ambitious initiative goes to Prof. Vijay Kr. Khurana (HOD, Business Administration) & his team, who worked under the able guidance of the Prof. Ravi Kumar Gupta, Director, MAIMS. Their constant support and encouragement helped in successful accomplishment of this program.

***Convener – Dr. Bharti Chaudhary, Associate Professor**

**** Co- Convener- Dr. Shilpee Chaudhary, Associate Professor**

About the Course

Courses on research methodology are often well packed with Basics of Research, ‘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 in the years to come. The students will learn how describe, predict, and make informed business decisions in the specific areas of marketing, human resources, finance, and operations. Analytics talent demand is much more than the available skilled supply. The students would be able to become employable in this fast-growing new age field by demonstrating the skills learnt through this course.

Objectives of the Course:

- Basics of the research
 - Understanding of different types of data collection methods
 - Able to describe, predict & make informed decisions.
 - Application in the specific areas of marketing, human resources, finance, and operations.
- Quantitative and qualitative methods in research

Course content:

This course is organized into 21 sessions as per details below:

S.No	Topic	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.SumedhaDutta
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	Ms. Sumedha Dutta
19	Data Processing	Dr. Bharti Chaudhary
20	Presentation of Research	Ms. Preeti Bansal
21	Citation pattern and Plagiarism	Dr. Bharti Chaudhary

Course Outcomes:

- Students will be able to analyze and work with large data sets and make meaningful interpretations.
- Students will also be able apply correct statistical tests on different types of data • Students will be able to add value to their research projects.

The certification course was conducted from July 13, 2021 to September 3, 2021 via the online platform of Google Meet. The duration of the course was 31.5 hours along with the two MCQ quizzes & 21 assignments. Each class consists of a one & a half hour session along with the videos, a practice exercise, a quiz, and a reference guide. Classes were scheduled for thrice a week.

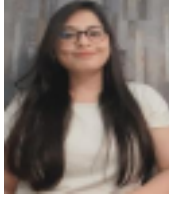
Following is the criteria based on which students are eligible for the certification: • Attending regular classes using laptop.

- Submission of all Assignments.
- Participation in all Quizzes.
- Submission of the feedback form on timely basis.

Total Sessions: 21 of 1.5 hour each

Total number of students certified: 185

Top Performers of the Course



Ms. Neelam Basera
Research Scholar
G.B. Pant University Pantnagar,
Uttarakhand
Aggregate Score: 80%
(Cash Prize Rs. 500/-)



Ms. Sakshi Garg
BBA Student
MAIMS
Aggregate Score: 79.0 %
(Cash Prize Rs. 500/-)



Ms. Esha Gulati
BBA Student
MAIMS
Aggregate Score: 77.6 %
(Cash Prize Rs. 500/-)



Ms. Smriti Shukla
Research Scholar
Symbiosis International University
Aggregate Score: 77 %
(Cash Prize Rs. 500/-)

Lopamudra Bhattacharjee
Research Scholar
University of Calcutta
Aggregate Score: 76 %

	<p>Dr. Anusri Mallik Faculty IGNOU Aggregate Score: 76 %</p>
	<p>Ms. Ritika Taneja BBA Student MAIMS Aggregate Score: 74.6 %</p>
	<p>Dr. Pratibha Thakur Faculty Kalindi College, DU Aggregate Score: 73.5 %</p>
	<p>Ms. Aditi Goel BBA Student MAIMS Aggregate Score: 72 %</p>
	<p>Ms. Anshika Batla Student MAIMS Aggregate Score:</p>