

(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

MAIMS

is organizing

Skill Enhancement Certificate Course

On

Data Analytics

(Aug'2017 – Oct'2017)

Key Takeaways

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

Time: 3:00 PM - 4:30 PM

Duration: 30 Hours

Date of Commencement: 16 August 2017

For queries, mail us on:
bhartimaims@gmail.com

Programme Head: Prof. (Dr.) Vijay Kr. Khurana
Convener: Dr. Bharti Chaudhary
Co-Convener: Ms. 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. The course will focus on 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.

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	Ms.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	Ms.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	Ms.Sumedha Dutta

**Hands on experience on basics of research.*

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

Registration

Category	Fees till August 10, 2017
External Participant	INR 2500/-
Free for Internal Participant	

Limited seats on first cum first

Who should attend?

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

Advisor

Prof. (Dr.) M.K Bhat

Director, MAIMS

Chief Coordinator

Prof. (Dr.) Vijay Kumar Khurana

Professor

Resource Persons

Prof. (Dr.) Vijay K. Khurana, Professor

Dr. Bharti Chaudhary, Convener & Assistant Professor

Ms. Shilpee Aggarwal, Co- Convener & Assistant Professor

Ms. Sumedha Dutta, Assistant Professor

Dr. Deepak Dagar, Assistant Professor

Ms. Shilpee Aggarwal, Assistant Professor

Mr. Inderpal Singh, Assistant Professor

Ms. Preeti Bansal, Assistant Professor

Mr. Nakul Anand, Assistant Professor

[For further queries mail us: bhartimaims@gmail.com](mailto:bhartimaims@gmail.com)