

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

MAIMS

is organizing.

Skill Enhancement Certificate Course

On

Data Analytics

(Aug'2019 – Oct'2019)

Cash Prize for Top Performers

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

Date of Commencement: 16 August 2019

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. Excel 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	Introduction to Data Analytics	Prof. V.K. Khurana
2	Data Analytics: Importance & overview	Ms. Shilpee Aggarwal
3	Types of Data Analytics	Dr. Bharti Chaudhary
4	Descriptive Analytics	Mr. Inderpal Singh
5	Predictive Analytics	Ms. Preeti Bansal
6	Data Analytics Benefits: Decision-making	Ms. Sumedha Dutta
7	Data cleaning & preparation in Excel	Mr. Nakul Anand
8	Use of Graphs – trend lines, Histogram, multiple axis graph in Excel	Dr. Bharti Chaudhary
9	Analyzing data with Pivot Table (Excel)	Dr. Parul Kumar
10	Data Validation	Ms. Shilpee Aggarwal
11	Vlook & Hlook up	Ms. Sumedha Dutta
12	Frequency distribution	Mr. Nakul Anand
13	Analyzing data with Pivot Table (Excel)	Ms. Preeti Bansal
14	Frequency distribution	Mr. Nakul Anand
15	Hypothesis testing – t test and z test	Mr. Inderpal Singh
16	Working with Distributions (Normal, Binomial, Poisson), Population and Sample Data	Ms. Shilpee Aggarwal
17	Normal Distribution	Dr. Sumedha Dutta
18	Hypothesis Testing	Dr. Bharti Chaudhary
19	Advance Excel functions	Ms. Preeti Bansal
20	Interpretation of Data	Dr. Parul Kumar

**Hands on experience on basics of research.*

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

Registration

Category	Fees till August 10, 2019
External Participant	INR 2500/-
Free for Internal Participant	

Limited seats on first come 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 – Business Administration

Resource Persons

Dr. Manoj Verma, HOD, Assistant Professor – Business Administration

Dr. Bharti Chaudhary, Convener & Assistant Professor – Business Administration

Ms. Shilpee Aggarwal, Co- Convener & Assistant Professor – Business Administration

Ms. Sumedha Dutta, Assistant Professor – Business Administration

Dr. Deepak Dagar, Assistant Professor – Business Administration

Ms. Shilpee Aggarwal, Assistant Professor – Business Administration

Mr. Inderpal Singh, Assistant Professor – Business Administration

Ms. Preeti Bansal, Assistant Professor – Business Administration

Mr. Nakul Anand, Assistant Professor – Business Administration

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