



# 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



**MAIMS  
Organizes**

## *Skill Enhancement Certification Course*

*On*

*Data Analytics*

*(Aug '18 – Oct '18)*

### **Key Takeaways**

- Application of Research Methodology.
- Understanding of different types of data.
- Able to describe, predict & making decisions.
- Application in the specific areas of management.
- Use of Excel/ SPSS in data analysis

**Time: 3:00 PM - 4:30 PM**

**Duration: 30 Hours**

**Date of Commencement: 13 Aug 2018**

**For queries, mail us on:**

**[bhartimaims@gmail.com](mailto:bhartimaims@gmail.com)**

**Programme Head: Prof. (Dr.) Vijay Kr.  
Khurana Convener. Dr. Bharti  
Chaudhary  
Co-Convener: Dr. Shilpee Aggarwal**



## About Maharaja Agrasen Technical Education Society

Maharaja Agrasen Technical Education Society (MATES) is a charitable trust comprising of a group of well-known Educationists, Industrialists, Businessmen, Professionals and Philanthropists with an aim to promote quality education in the field of Technology, Management, Law, Pharmacy and Health Services to shape the human society for a better future. Dr. Nand Kishore Garg(Founder& Chief Advisor-MATES, Chancellor-MAU,Three Times MLA-Delhi VidhanSabha) has been a significant source of inspiration and motivation for achieving the aims and goals of the society.

## About Maharaja Agrasen Institute of Management Studies

MAIMS was established in 2003 by Maharaja Agrasen Technical Education Society. The Institute has attained a distinct position in running BBA, B. Com (H), BA (H) Eco, BA (JMC), BALLB (Integrated) programmes affiliated with Guru Gobind Singh Indraprastha University, Delhi. The Institute was granted ISO certification 9001:2015 after meeting the updated requirements of ISO certification. MAIMS has over the years grown into a premier center of excellence and has made its niche in the areas of teaching, research, consultancy, and corporate development.

# 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	Types of Data- Nominal, ordinal, ratio & interval	Prof . V.K. Khurana
2	Filter -N umber and Text filters, data filters	Ms. Shilpee Aggarwal
3	Sorting -Sort by color, reverse list and randomize list	Dr. Bharti Chaudhary
4	Conditional Formatting — Manage, rules, data bars, color scales	Mr. Inderpal Singh
5	Use of Graphs — trend lines, Histogram, multiple axis graph	Dr. Bharti Chaudhary
6	Cleaning Data in Excel - removing, use of min & max	Ms.SumedhaDutta
7	Data Screening through Descriptive Analysis	Mr. Nakul Anand
8	Tables — Structured references, table styles and quick analysis, duplicates	Ms. Preeti Bansal
9	Macros	Dr.Deepak Dagar
10	Frequency distribution	Ms. Shilpee Aggarwal
11	Pivot Table	Dr.DeepakDagar
12	Hypothesis testing — t test and z test	Ms.Sumedha Dutta
13	ANOVA	Mr.Nakul Anand
14	Correlation & Regression	Ms.Preeti Bansal
15	Working in SPSS: Entering data, variable labels, value labels	Mr.Nakul Anand
16	Chart Creation Basics - box plot, histogram, PP plots	Mr. Inderpal Singh
17	Descriptive Analysis & Crosstabulation	Ms. Shilpee Aggarwal
18	Mann Whitney Test, Wilcoxon test	Ms.Sumedha Dutta
19	T-test & ANOVA	Dr. Bharti Chaudhary
20	Correlation & Regression	Ms. Preeti Bansal
21	Exploratory Factor Analysis	Ms.Sumedha Dutta

*\*Hands on experience on Excel/Jamovi/SPSS etc.*

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

# Registration

<b>Last Date of Registration</b>	<b>Fees till 6<sup>th</sup> August'2018</b>
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/NE FT		Paytm/U PI	
<b>Account Holder's Name</b>	Maharaja Agrasen Institute of Management Studies	<b>Name</b>	Maharaja Agrasen Institute of Management Studies/ <b>Anil Kumar</b>
<b>Bank Name</b>	Union Bank of India	<b>Mobile No.</b>	8448186940
<b>Account Number</b>	394502010059876		
<b>Account Type</b>	Savings Account		
<b>IFSC</b>	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.

## 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)**