



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A unit of Maharaja Agrasen Technical Education Society)

Affiliated to GGSIP University

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

Data Analytics

Academic Year: 2017-18 Course Duration: 16 August 2017 – 25 October 2017

Total Participants: 125 (Two Batches)

Mode: Offline

Venue: Lab 1

Time: 3:00 PM-4:30 PM

Report

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 on Introduction to Research Methodology.

This Certification Course was the initiative taken for all the students of MAIMS, Research scholars, faculty & undergraduate students across the country. 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



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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 125 students completed the course. The course was of 30 hours, divided in 20 online sessions of one & half hour. 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, Ms. 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(Dr.). M. K Bhat, Director, MAIMS. Their constant support and encouragement helped in successful accomplishment of this program.

***Convener – Dr. Bharti Chaudhary, Assistant 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



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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 Outcomes:

- Students will be able to analyze 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 August 16, 2017 to October 25, 2017 in the MAIMS's campus. The duration of the course was 30 hours along with the two MCQ quizzes & 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.



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Maharaja Agrasen Institute of Management Studies

Department of Business Administration

Following are 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: 20 of 1.5 hour each

Total number of students certified: 125

The List of toppers of the course are

1. Akshay Rathee 00514702415
2. Ashit Rajan 00714702415
3. Yash Garg 40614701717

The credit for this initiative goes to the able guidance of Prof. (Dr.) M. K. Bhat, Director, MAIMS. His constant support and encouragement helped in the successful accomplishment of this course.