



**Maharaja Agrasen Institute of Management Studies Affiliated to Guru
Gobind Singh Indraprastha University, Delhi, INDIA
Maharaja Agrasen Chowk, Sector-22, Rohini, Delhi-110086, INDIA; www.maims.ac.in**

Under the Aegis of IQAC

Skill Enhancement Certificate Course

Data Analytics 3.0

March 19, 2022 - May 14, 2022

Report

Data Analytics is the need of the hour. In this dynamic & ever-changing environment, predicting the future has become more relevant, especially with the availability of enormous amounts of data. Excel & SPSS (Statistical Package for Social Sciences) are the prominent tools in data analytics. They help generate meaningful results from the data by the application of various statistical methods with ease. Many companies have now been looking for a skilled professional, who understands the research methodology, statistical techniques, data presentation & working on statistical software. Thus, it encouraged the seasoned faculty of MAIMS to design a skill enhancement course in data analytics using Excel & SPSS for final year students.

This Certification Course was the initiative taken under the aegis of IQAC in association with the course was started in association with PCJ School of Management, Maharaja Agrasen University, Baddi, HP 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 methodology & various quantitative data analysis techniques. Excel & SPSS had been used to conduct various statistical tests and make an inference about the data. Specifically, the course covered in-depth lessons for advanced excel commands, formulas, charts/plots followed by descriptive analysis, parametric & nonparametric tests, correlation, regression, normality, and factor analysis. A total of 176 completed the course. 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



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(3 sessions), a feedback form was floated to get the viewpoint of the students. The sessions were held in two batches. Batch 1 was run on Monday, Wednesday, Friday and Batch 2 was run on Tuesday, Thursday, Saturday. A total of 21 such feedback forms were filled by the students. The students were assessed based on the assignment submitted, MCQ test on Excel and MCQ test on SPSS.

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. Bharti Chaudhary, Dr. Sumedha Dutta, Dr. Shilpee Aggarwal, Dr. Preeti Bansal, Dr. Deepak Dagar, Mr. Inderpal Singh, Dr. Usha Nair, Ms. Anu Goyal and Ms. Shruti Yadav. 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 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 are keen to do research & data analysis in the years to come. The students will learn how data analysts 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



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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 for advance excel commands, formulas, charts/plots followed by descriptive analysis, parametric & nonparametric tests, correlation, regression, normality, and factor analysis. Many companies have now been looking for a skilled professional, who understands the research methodology, statistical techniques, data presentation & working on statistical software.

Objectives of the Course:

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

Course content:

This course is organized into 20 sessions as per details below:

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.
- With advanced knowledge of Excel & SPSS, they can easily start their careers as research analysts or data analysts.

The certification course was conducted from March 19, 2022 to May 14, 2022 via the online platform of Google Meet. The registration of the event started from 7th March 2022. The duration of the course was 30 hours along with the two MCQ quizzes & 20 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.

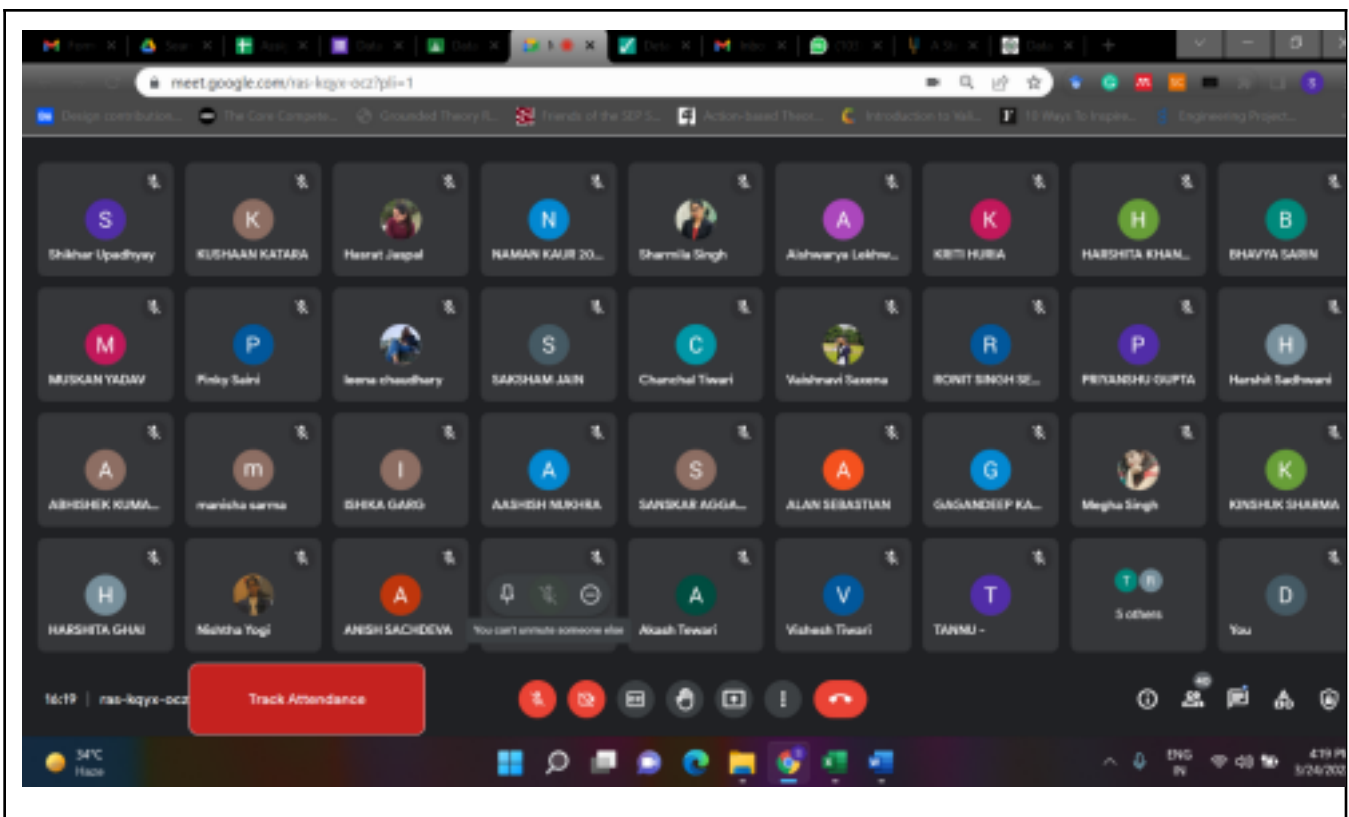
- Submission of all Assignments.
- Participation in all Quizzes.
- Submission of the feedback form on a timely basis.

Total Sessions: 20 of 1.5 hour each

Time of the sessions: 3:30PM to 4:30PM

Total number of students completed the course:176

Glimpses of the Event



meet.google.com/uuc-csxy-nod

13:05 | uuc-csxy-nod

Track Attendance

2022-05-08T07_34...
Show all

meet.google.com/hyv-vhzy-lqz

You're presenting to everyone

Stop presenting

15:54 | hyv-vhzy-lqz

Akash Tewari has joined