

Maharaja Agrasen Institute of Management Studies

Affiliated to GGSIP University; Recognized u/s 2(f) of UGC Recognized by Bar Council of India; ISO 9001 : 2015 Certified Institution Maharaja Agrasen Chowk, Sector 22, Rohini, Delhi – 110086, INDIA www.maims.ac.in

Skill Enhancement Course on Data Analytics

August 2018-October 2018

Index

S.no	Content	Page no.
1	Brochure-Course Curriculum	4
2	Assessment Procedure	5
3	Participants cum Attendance list	7-12
4	Report with course outcome	13-18
5	Sample Certificate	19







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-110086India(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

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



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

Last Date of Registration Fees till 6th August'2018

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

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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.

<u>Certificate of Merit</u> will be issued to top 5 performers.

<u>Certificate of Completion</u> 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



MAHARAJA AGRASEN INSTITUTE OF MARAGEMENT STUDIES (A unit of Maharaja Agrasen Technical Education Society) Affiliated to 5059° University, Recognized by 17() of UIC Recognized by Bar Council of India, 150, 9001; 2015. Certified institution (a), Office: BARLIESSAY, 8445180350 Involvements at in

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Skill Enhancement Certificate Course <u>Data Analytics</u> 13 August- 15 October, 2018 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 started 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 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 130 students completed the course. The course was of 30 hours, divided in 20 sessions of one & half hour each. 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, MCO test on Excel and MCO test on SPSS.

Registrations were opened from August 6,2018 and the venue for the avent was Lab 1.

MAIMS "योगः कर्मसु कौशळम्"

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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, Mr. 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 the successful accomplishment of this program.

*Convener – Dr. Bharti Chaudhary, Assistant 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 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



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& working on statistical software. Thus, this course would build the data analysis skills among the students.

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 21 sessions as per details below:

S.No	Topic	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 colou r, reverse list and randomize list	Dr. Bharti Chaudhary
4	Conditional Formatting — Manage,rules, data bars, colour scales	Mr. Inderpal Singh
5	Use of Graphs — trend lines, Histogram, multiple axis graph	Ms. 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.DeepakDagar
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. Indernational





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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

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 August 13, 2018 to October 15, 2018 in MAIMS's campus. 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.



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Following is the criteria based on which students are eligible for the certification:

- Attending regular classes using a 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

Total number of students completed the course: 130





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Top three positions were occupied by following students:

- 1. ARNAV GAUTAM 1514701718
- 2. ANKIT SEHGAL 44314701718
- 3. ADIT KHOSLA 40414788816



Sample Certificate:

Skill Enhancement Course on "Data Analytics"

August 2018-October 2018



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