



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

Index

Skill Enhancement Certificate Course

Data Analytics 2.0

13th July-3rd September 2021

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Director
Maharaja Agrasen Institute
of Management Studies
Sector 22, Rohini, Delhi-86



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

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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 & BBALLB



Department of Business Administration

Under the Aegis of IQAC & in association with ThinkQuest

Club in collaboration with

PCJ School of Management, Maharaja Agrasen University, Baddi, HP

is organizing.

Skill Enhancement Certification Course

(July '21 – Sept '21 Online on G-Meet)

Data Analytics 2.0

Key Takeaways

- Online Classes via Gmeet
- 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.



Cash Prize for Top Performers



Time: 3:00 PM - 4:30 PM



Duration: 30 Hours



Date of Commencement: 13-07-21

For queries, mail us on: thinkquest@maims.ac.in

Programme Head: Prof. (Dr.) Vijay Kr. Khurana

Convener: Dr. Bharti Chaudhary

Co-Convener: Dr. 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/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	Basics of Research	Prof . V.K. Khurana
2	Research Problem	Ms. Shilpee Aggarwal
3	Research Design	Dr. Bharti Chaudhary
4	Hypothesis Formulation	Mr. Inderpal Singh
5	Qualitative Methods in Research	Dr. Bharti Chaudhary
6	Quantitative Methods in Research	Dr. Sumedha Dutta
7	Sampling Methods	Mr. Nakul Anand
8	Methods of Data Collection	Ms. Preeti Bansal
9	Tools & Techniques of Data Collection	Dr. Deepak Dagar
10	Data Analysis	Ms. Shilpee Aggarwal
11	Research Proposal	Dr. Deepak Dagar
12	Review of Literature	Dr. Sumedha Dutta
13	Scaling	Mr. Nakul Anand
14	Measurement	Ms. Preeti Bansal
15	Reliability & Validity	Mr. Nakul Anand
16	Primary & Secondary Data	Mr. Inderpal Singh
17	Survey Method	Ms. Shilpee Aggarwal
18	Case Study Method	Dr. Sumedha Dutta
19	Data Processing	Dr. Bharti Chaudhary
20	Presentation of Research	Ms. Preeti Bansal
21	Citation pattern and Plagiarism	Dr. Sumedha Dutta

**Hands on experience on basics of research.*

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

Registration

Category	Fees till 2 nd July'21
External Participant	INR 2500/-
Free for Internal Participant	

Limited seats on first cum first serve basis.

Who should attend?

[Click Here for Registration](#)

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

Prof. (Dr.) S.K. Garg
Director General, MAIMS

Prof. R. K. Gupta
Vice-Chancellor, MAU

Prof. (Dr.) G.P. Govil
Advisor, MATES

Prof. (Dr.) Vishal Kumar
Dean Research & Director
PCJ School of Management

Advisor

Prof. (Dr.) Ravi Kumar Gupta
Director, MAIMS

Chief Coordinator

Prof. (Dr.) Vijay Kumar Khurana
HOD – Business Administration

Resource Persons

- Prof. (Dr.) Vijay K. Khurana, Programme Head & HOD – Business Administration
- Dr. Bharti Chaudhary, Convener & Associate Professor – Business Administration
- Ms. Shilpee Aggarwal, Co-Convener & Associate Professor – Business Administration
- Dr. Sumedha Dutta, Associate Professor – Business Administration
- Dr. Deepak Dagar, Assistant Professor – Business Administration
- Ms. Shilpee Aggarwal, Associate 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: thinkquest@maims.ac.in



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Value Added Course on: DATA ANALYTICS 2.0- BASICS

BATCH I

S.No	Name	Enrollment No.	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date
			14-7-21	16-7-21	18-7-21	23-7-21	26-7-21	28-7-21	30-7-21	2-8-21	4-8-21	6-8-21	9-8-21	11-8-21	13-8-21	16-8-21	18-8-21	23-8-21	25-8-21	27-8-21	31-8-21	3-9-21
1	AARU JAIN	0126118821	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
2	AARAV KUMAR	04114701721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
3	AJITHKJAN SINGH	0361478819	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P
4	AJITHKJAN GUPTA	03761101719	P	P	P	P	P	A	P	P	P	P	P	P	P	A	P	P	P	P	P	P
5	AJITHY JAIN	0361478821	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
6	AJITHY KUMAR	0326118819	P	A	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P
7	AJITHY MITRA	03114701719	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
8	AKSHAT	03661101719	P	P	P	A	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	A
9	AKSHAT GUPTA	03614701719	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P
10	AKSHAY TANWAR	0421478821	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P
11	AMAN GUPTA	04014701721	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
12	AMAN GUPTA	0351101719	P	P	P	P	P	P	A	P	P	P	P	P	P	P	A	P	P	P	P	P
13	AMAN RAJ	03514701721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P
14	AMIT BHUT	0186118819	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
15	ANANYA KUMAR	03661101721	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	A	P	P
16	ANSHU KUMAR	03514701719	P	P	P	A	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P
17	ANSHU GUPTA	0306118819	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
18	ANSHU KUMAR	03161101721	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P


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65	GAURAV KIDMAR	04114701720	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
66	GAUTAM DONGRE	04214701720	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P
67	GAUTAM SARKAR	04314701720	P	P	P	A	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P
68	HAMZA HUSSAIN	04114701719	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P
69	HANSIKA KHARLAN	04414701720	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
70	HARI CHOPRA	04514701720	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	A	P	P	P
71	HARSH BHATIA	01414721621	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
72	HARSH CHAUHAN	04614701720	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P
73	HARSH JAIN	03861101721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P
74	HARSH SINGH	03061101721	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P
75	HARSHIT AGGARWAL	03014701721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
76	HARSHIT GOYAL	04061101719	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P
77	HARSHITA SAXENA	03961101721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
78	HIMANSHU ASWAL	03714788819	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
79	ISHA BHARDWAJ	01114721621	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P
80	ISHA RUDRA	01214721621	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P
81	ISHAN CHATURVEDI	02761101719	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P
82	ISHAN CHATURVEDI	02761188821	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
83	JAGRIT KOHLI	02961188821	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
84	JAINVI GULATI	01514721621	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
85	JAISHIV GARG	03961188821	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	A	P	P	P
86	JASLEEN KAUR	03361188821	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
87	JATHN VIJAYAN	03261188819	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P


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BATCH II

S.No	Name	Enrollment No.	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date
			11-7-21	15-7-21	17-7-21	20-7-21	22-7-21	24-7-21	27-7-21	29-7-21	31-7-21	3-8-21	5-8-21	7-8-21	10-8-21	12-8-21	14-8-21	17-8-21	19-8-21	21-8-21	24-8-21	26-8-21
93	RAJESH K SHARMA	3161188821	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
94	RESHAY SINGH GEHLAWAT	3161188819	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P
95	REVIN KAPOOR	2414701719	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
96	KHUSHI RATHORE	2514788819	P	A	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P
97	RUSHMAGRA KHENWAL	3214701721	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P
98	LAKSHAY AHUJA	2814788820	P	A	P	P	P	P	A	P	P	P	A	P	P	P	P	P	P	P	P	P
99	LAKSHAY SHARMA	2914788820	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
100	LAKSHAY TAIREJA	2914701719	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P
101	LAKSHYA JOSHI	3861101719	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P
102	LALIT	4014788821	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P
103	LUV ARORA	2661188820	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P
104	MADHAV VIJAY	3814788821	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
105	MALABKA JENA	3261101719	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	A	P
106	MANAV MADAN	2761188820	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
107	MANISH BANSAL	3014788820	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P
108	MANMOHAN SINGH	4314788821	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
109	MANN DEWAN	4414788821	P	P	P	A	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P

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132	PRANJAL SHARMA	2714701719	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
133	PRATHAM AGGARWAL	3261188820	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P
134	PRATHAM BANSAL	3514788821	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
135	PRINCE	3361188820	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	A	P	P	P
136	PRIVANSHI GUPTA	3261101721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
137	PULKIT GARG	3814788819	P	P	A	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P
138	RAHUL	3714788820	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
139	RAHUL AHUJA	3461188820	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
140	RAHUL DEMBIA	3561188820	P	P	P	A	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P
141	RAJMANJAN KARTIKH	3814788820	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P
142	RHYTHM BANSAL	3914788820	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
143	RHYTHM KALIA	2561188821	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P
144	RIDHI JAIN	2161188819	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P
145	RITIK GOYAL	2614701719	A	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P
146	RITIKA SINGHAL	2734788819	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
147	RIZUL TIWARI	3614701719	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P
148	RONIT KAPIL KHANNA	2414788819	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P
149	RUSHIL POPLI	3214788821	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P
150	SAANYA JAIN	4414701721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
151	SAHIL AHUJA	3161101719	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
152	SAHIL CHADHA	3414701721	P	P	P	P	A	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P
153	SAHIL SINGHAL	3114788821	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	A


Director

154	SAIJAL BANSAL	3661188820	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
155	SAIJAL	4014788820	P	A	P	P	P	P	P	P	P	P	A	P	P	P	P	P	A	P	P	P
156	SAKSHAM MITTAL	3761188820	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
157	SAMIKSHA SINGH	4214788820	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	A	P	P	P	P
158	SANCHI AGGARWAL	3861188820	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	A	P	P	P
159	SANIYA GARG	3514788819	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
160	SANJANA BANSAL	3714701721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
161	SAPY RAI	3961188820	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P
162	SARANSH SHARMA	4061188820	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
163	SARTHAK GOEL	2061188819	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P
164	SARTHAK JHAMR	4314788820	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	A	P	P	P
165	SAUMYA JAIN	3761188821	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
166	SHARAN VAID	3361101721	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P
167	SHAURYA SARAF	2961188819	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
168	SHRUTI AGGARWAL	3914701719	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	A	P	P	P	P
169	SONIA DAS	3814701721	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P
170	STUTUJI KHOLI	3014788821	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P
171	SUHANU BHATIA	4314701721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
172	SUMIT KUMAR YADAV	3961101719	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
173	SUMIT NAGPAL	3314788819	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
174	SUMIT TYAGI	01314721621	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
175	SURYANSH SINGH	2861188821	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	A	P	P	P	P

176	TANMAY BATRA	2814701719	P	A	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
177	TARANG GUPTA	3114788819	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
178	TRIPTI GARG	2814788819	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
179	UHMATI GUPTA	3614701721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
180	VANI MITTAL	3414788821	P	P	P	P	P	A	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P
181	VANSH GUPTA	2561188819	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
182	VIKASH SINGH	3014701719	P	P	A	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P
183	VINEET KUMAR	3214788819	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P
184	VISHESH VATNI	3214701719	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	A	P	P	P
185	YASH GOSAIN	2661101719	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P

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Maharaja Agrasen Institute of Management Studies

A Unit of Maharaja Agrasen Technical Education Society
Affiliated to GGS IP University; Recognized u/s 2(f) of UGC
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Under the Aegis of IQAC

Skill Enhancement Certificate Course

Data Analytics 2.0

13th July-3rd September 2021

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 in data analytics on basics of research.

This Certification Course was the initiative taken under the aegis of IQAC in association with ThinkQuest Club and for the course was started 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 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 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 185 students completed the course and two batches were formed for convenience. 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 (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, Dr. 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. 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 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 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:


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- 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 content:

This course is organized into 21 sessions as per details below:

S.No	Topic	Resource Person
1	Basics of Research	Prof . V.K. Khurana
2	Research Problem	Ms. Shilpee Aggarwal
3	Research Design	Dr. Bharti Chaudhary
4	Hypothesis Formulation	Mr. Inderpal Singh
5	Qualitative Methods in Research	Dr. Bharti Chaudhary
6	Quantitative Methods in Research	Dr.SumedhaDutta
7	Sampling Methods	Mr. Nakul Anand
8	Methods of Data Collection	Ms. Preeti Bansal
9	Tools & Techniques of Data Collection	Dr.DeepakDagar
10	Data Analysis	Ms. Shilpee Aggarwal
11	Research Proposal	Dr.DeepakDagar
12	Review of Literature	Dr.Sumedha Dutta
13	Scaling	Mr.Nakul Anand
14	Measurement	Ms.Preeti Bansal
15	Reliability & Validity	Mr.Nakul Anand
16	Primary & Secondary Data	Mr. Inderpal Singh
17	Survey Method	Ms. Shilpee Aggarwal

18	Case Study Method	Ms. Sumedha Dutta
19	Data Processing	Dr. Bharti Chaudhary
20	Presentation of Research	Ms. Preeti Bansal
21	Citation pattern and Plagiarism	Dr. Bharti Chaudhary

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.

The certification course was conducted from July 13, 2021 to September 3, 2021 via the online platform of Google Meet. The duration of the course was 31.5 hours along with the two MCQ quizzes & 21 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 timely basis.





Total Sessions: 21 of 1.5 hour each

Total number of students certified: 185

Top Performers of the Course


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	<p>Ms. Neelam Basera Research Scholar G.B. Pant University Pantnagar, Uttarakhand Aggregate Score: 80% (Cash Prize Rs. 500/-)</p>
	<p>Ms. Sakshi Garg BBA Student MAIMS Aggregate Score: 79.0 % (Cash Prize Rs. 500/-)</p>
	<p>Ms. Esha Gulati BBA Student MAIMS Aggregate Score: 77.6 % (Cash Prize Rs. 500/-)</p>
	<p>Ms. Smriti Shukla Research Scholar Symbiosis International University Aggregate Score: 77 % (Cash Prize Rs. 500/-)</p>
	<p>Lopamudra Bhattacharjee Research Scholar University of Calcutta Aggregate Score: 76 %</p>

	Dr. Anusri Mallik Faculty IGNOU Aggregate Score: 76 %
	Ms. Ritika Taneja BBA Student MAIMS Aggregate Score: 74.6 %
	Dr. Pratibha Thakur Faculty Kalindi College, DU Aggregate Score: 73.5 %
	Ms. Aditi Goel BBA Student MAIMS Aggregate Score: 72 %
	Ms. Anshika Batla Student MAIMS Aggregate Score:



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Sample Certificate:

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