

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

Aug-Oct 2017

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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

is organizing

Skill Enhancement Certificate Course

On

Data Analytics

(Aug'2017 – Oct'2017)

Key Takeaways

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

Time: 3:00 PM - 4:30 PM

Duration: 30 Hours

Date of Commencement: 16 August

2017

For queries, mail us on:

bhartimaims@gmail.com

Programme Head: Prof. (Dr.) Vijay Kr. Khurana Convener. Dr. Bharti Chaudhary Co-Convener: Ms. 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. The course will focus on 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.

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	Ms.Sumedha Dutta
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	Ms.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	Ms.Sumedha Dutta

^{*}Hands on experience on basics of research.

^{*}Participants must make arrangement for their own software.





Registration

Category	Fees till August 10, 2017
External Participant	INR 2500/-
Free for Inte	rnal Participant
Limited seats on	1

Who should attend?

Research Scholars, Early Researchers, Students

- Undergraduate& Postgraduate, Research Enthusiastic.

	Bank Account / Paytn	n Details for Payment										
IMPS	/NEFT	Paytm/UPI										
Account Holder's Name	Maharaja Agrasen	Name	Maharaja Agrasen									
	Institute of Management		Institute of Management									
	Studies		Studies/ Anil Kumar									
Bank Name	Union Bank of India	Mobile No.	8448186940									
Account Number	394502010059876											
Account Type	Savings Account											
IFSC	UBIN0560421											
*UTR/Ref. No. & Scr	eenshot of payment to be u	ploaded 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.

> Maharaja Agrasen Institute of Managemet Studies 22 Rohini, Delhi-86

Patrons

Advisor

Prof. (Dr.) M.K Bhat Director, MAIMS

Chief Coordinator

Prof. (Dr.) Vijay Kumar KhuranaProfessor

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





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Value Added Course on: Data Analytics

Batch 1

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Value Added Course on: Data Analytics

Batch 2

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Director

Maharaja Agrasen Intitute
of Management Studies
Sector-22, Rohini. Delhi-8627
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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 faulty 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

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

assignment submitted, MCQ test on Basics of Research.

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.

Director

Maharaja Agrasen Institute
of Managemet Studies
Sec. 22. Rohini, Delhi-86

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Sample Certificate:

Skill Enhancement Certificate Course on "Data Analytics" August 2017-October 2017



