



**AICTE Training and Learning Academy
Sponsored
Five Days Online
Faculty Development Program
(FDP)**

On

**Data Analytics in
Business Research**

(In Collaboration with SPSS South Asia Pvt. Ltd.)

(Supported by Fractal Analytics Inc.)

(From 29/01/2021 to 02/02/2021)

Mode: Online

**Organised By
Department of Rural Management
School for Management Studies**



**Babasaheb Bhimrao Ambedkar University
(A Central University) Lucknow, U.P.**

FOCUS AREA

- Data Analytics and its scope
- Data Visualization and Curation
- Association and Dependence
- Predictive Modelling
- Grouping and Clustering

PROGRAM OBJECTIVES

Business intelligence is the road ahead to gain competitive advantage. Post Graduate Students, Research scholars and even young faculty always find process of data driven decision making a challenge. Process of instrument design, data collection, weeding, analysis, and interpretation demands distinctive data managing competency and research acumen.

Analysis of mammoth datasets for data driven decision making requires understanding of subtle concepts in data analytics. Industry is facing shortage of skilled and trained personnel in field of data analytics. Seeing the huge opportunities for career in Data Analytics it is the need of the hour to hone skills in this domain. Moreover the research scholars and educators apply data analysis techniques frequently for completing their research/projects, so this is an opportunity for them to grasp advance concepts of data analytics that will benefit them in ongoing as well as future data driven research endeavours.

Many specialised software are now available for data analytics such as SPSS, R, Metlab etc. The basic aim of the FDP is to help PG Students, Research Scholars, young faculty members and professionals to gain skills for choosing appropriate methodology and use software tools for data analysis to conduct research in their respective field of study. During five days of FDP participants will interact with industry experts as well as academicians who will discuss and train them on important aspects of data analytics. The pedagogy is planned in such a manner that participants will not only learn skills to select appropriate techniques for their research but also gain hands on practical experience. **Certificate of participation will be issued to all the successful participants by AICTE.**

COURSE CONTENT AND TOPICS

COVERED EACH DAY IN THREE SESSIONS

Session Timings for each day of FDP:

First Session	: 9.30 AM to 11.00 AM
Tea Break	: 11.00 AM to 11.30 AM
Second Session	: 11.30 AM to 1.00 PM
Lunch Break	: 1.00 PM to 2.30 PM
Third Session	: 2.30 PM to 4.00 PM

Day-wise Coverage:

DAY ONE

1. Inaugural Session and Introduction to Data Analytics
2. Scope of Data Analytics
3. Navigating through SPSS and Tabulation

DAY TWO

1. Data Curation: Collection, Editing, Coding, Normalcy
2. Conducting Parametric test
3. Conducting Non-Parametric test

DAY THREE

1. Analyzing Association and Relationship
2. Predictive Modelling
3. Logistic Regression, Discriminatory analyses

DAY FOUR

1. Grouping techniques in data analytics
2. Factor Analysis
3. Cluster Analysis

DAY FIVE

1. Adopting Meditation for healthy living. (By Expert trainer from Heartfulness.)
2. Structured Equation Modelling (SEM)
3. TEST, Valedictory and Feedback

Pedagogy

Lectures and Hands on Practice.

Eligibility

Young faculty members/Research Scholars/Post Graduate Students of recognised University/Institutions and Professionals from Industry. There is no Fees for Participating the FDP.

Number of seats

Maximum 200 candidates will be invited to participate in FDP. Selection will be based on first come first serve basis.

Resource Persons*

1. Experts from IBM SPSS
2. Experts from Fractal Analytics Inc.
3. Expert on Business Intelligence, Bold Technology System Pvt. Ltd.
4. Prof. M.S. Khan, BBAU
5. Prof. Kushendra Mishra, BBAU
6. Dr. Shailesh. Kaushal, University of Lucknow
7. Dr. Ramesh Kumar Chaturvedi, BBAU
8. Suhel Ahmad, SAS Expert
9. R.S.L. Srivastava, Heartfulness – Meditation Trainer

*Any other resource person may be invited if required

Registration Process

Registration is **free** and open for all participants subject to fulfilment of eligibility mentioned in ATAL program of AICTE.

Interested persons are required to sign-up as participant. Once User ID is generated as participant, has to login the portal and select this FDP among various FDPs listed. Participants are required to register at:

<https://atalacademy.aicte-india.org/login>

Chief Patron

Prof. Sanjay Singh, Vice Chancellor
Babasaheb Bhimrao Ambedkar University, (A Central University)

Patrons

Prof. M.S. Khan
Dean

Prof. Kushendra Mishra
Head

FDP Coordinator

Dr. Ramesh Kumar Chaturvedi ,
Department of Rural Management,
School for Management Studies
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