


Business and Data Analytics


The Department of Economics in collaboration with Internal Quality Assurance Cell conducted a Short-Term Course on “**Business and Data Analytics**” from 13th February 2021 to 30th March 2021. A total of 52 students from different colleges and across various streams participated in the course. Dr. Narinder Pal Singh, Associate Professor, Dept. of Management, JIMS, Delhi was the resource person of the course. The aim of the course was to familiarise students with the area of Business analytics which combines the fields of economics, management, business and computer science. The purpose was to deal with big data along with the techniques of statistical analysis and data visualisation to implement organisational changes. The idea was to inculcate and nurture analytical skills in students. It covered two main components of business analytics: descriptive analytics and predictive analytics. The students learnt various techniques with the help of software like Ms Excel and SPSS. The students were evaluated on continuous basis through quizzes, assignments and test. Case study pedagogy was followed throughout the course. The total duration of the course was 32 hours. The students were required to submit a mandatory research project on real time data and the presentations were given in the class. It was a great learning experience for the students which is based on positive feedback received from them at the end of the course



SRI GURU NANAK DEV KHALSA COLLEGE
(University of Delhi)

DEPARTMENT OF ECONOMICS & IQAC
organizes
SHORT TERM COURSE
(for Undergraduate Students)
on
BUSINESS & DATA ANALYTICS

Resource Person:



Dr. N.P. SINGH
Associate Professor
Dept. of Management
JIMS, Delhi

COURSE CONTENT

- Hands on training on MS EXCEL/SPSS
- Case Study based Approach
- Real time data base & Research Project
- Guidance for Research Paper publication
- Assignment based assessment

COURSE PRE-REQUISITES
Basic Knowledge of Statistics

JOB PROSPECTS

- Research Analyst
- Business Analyst
- Research Associate & many others

DETAILS

Duration: 13th Feb - 28th March
Classes on Saturday & Sunday

Course Fee: Rs.1500

LAST DATE TO REGISTER
10TH FEBRUARY 2021

For further queries, contact:
9873270727
9810052621

For Registration, Click **HERE**

Dr. Meena Singh
CONVENOR

Dr. Gurmohinder Singh
PRINCIPAL