



**CALCUTTA
BUSINESS
SCHOOL**

CALCUTTA BUSINESS SCHOOL

(A Unit of Shikshayatan Foundation)

Centre of Excellence on Data Analytics

Organizes One Week Online Faculty Development Program (FDP)

on

Data Analytics using Open Source Analytical Tool

September 20-26, 2021

About

Calcutta Business School

Calcutta Business School (CBS), one of the top Management colleges in Kolkata and an autonomous institute offers an AICTE approved 2-year full-time Post Graduate Diploma in Management (PGDM) and Management Development Programs (MDP). The B- School, modeled on the top-ranking business schools of the country, is in a sprawling 15 acre residential, eco-friendly and smart campus on the outskirts of Kolkata.

Founded by Shikshayatan Foundation, CBS is governed by a board consisting of eminent industrialists and former directors of IIMs with Mr. S K Birla as the Chairman. It has an advisory board comprising of highly reputed academicians and business leaders representing the country's renowned institutions and reputed companies across industries. The full-time faculty members of CBS have distinguished academic backgrounds with several of them having Ph.D. degrees from top ranking institutions in the country along with significant industry experience. The strong academic background of the faculty members coupled with industry experience combination allow CBS to offer Management Development Programs that is relevant to industry and at the same time academically rigorous. CBS offers a conducive environment for learning and leadership development through extensive co-curricular activities.

Workshop Coordinator

Prof. Dr. Suman Kumar Dawn

**Professor in Marketing and Strategic
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**Principal-In-Charge , Chairperson PGDM
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Why Data Analytics

Of late, there has been an explosion of the amount of data available in the world. In this emerging trend of Big Data, a new role is fast gaining prominence in organizations: that of the Data Scientists and Big Data Analytics. Data Scientists are the people who understand how to fish out answers to important questions from today's tsunami of unstructured information. As the organizations rush to capitalize on the potential of Big Data, the largest constraint many face is the scarcity of skilled Data Scientists and Data Analytics professionals. To meet the growing gap between the demand and supply of skilled manpower in Data Science and Data Analytics, Calcutta Business School offers a seven day FDP on "Data Analytics using Open Source Analytical Tool". During this FDP the open source tool like Jamovi would be used extensively through case analysis and hands-on live demonstration. Jamovi is a recently developed analytical tool in the analytics industry today because of its extremely rich set of libraries and because of it being an open source and of easy use.

Objective(s)

The FDP aims to acquaint the participants with the

- Understanding of data and its meaningful representation for drawing insight
- Understanding of the distributions of the data
- Ability to formulate hypothesis given a complex real-life issue and test the assumption
- Ability to infer the causal relationship among variables
- Skill to predict possible outcome of the dependent variable given a set of inputs

Who should attend?

From Academia

- Faculty Members from various Universities/ Colleges
- Research scholars interested in understanding the method of using data analytics for solving complex decision making problems
- Certificate will be issued to the participant as a part of Continuous Professional Development in CAS/API as stipulated by NAAC/ NBA guidelines

From Industry

This FDP is worth attending for

- Working young professionals from various organizations and sectors
- A certificate will be issued to the participant for inclusion as a part of Continuous Professional Development of the participant

Takeaways

For participants from academia

- The program aims to equip the participants with sufficient knowledge and practical skills in different areas of Data Analytics spanning over data management, data visualizations and drawing inference to solve various complex research problems.
- Moreover, the FDP shall provide a first-hand ability to use Jamovi for data analysis for their research problems.

For participants from Industry

- Though this is FDP, it is also very useful for the working professionals from industry who deal with complex managerial and technical problems.
- This FDP shall enable them to formulate evidence based decisions in a timely and effective way.
- After attending this program the participants would be able to draw actionable insights and execute their decisions.

Program Content

Date	Content	Resource Person
20-09-2021	Understanding data , Overview of Research Methodology, Developing Research Skills among researchers	Dr. Kulwantsinh Pathania
21-09-2021	Data Management, Transformation, and Representation In Jamovi	Dr. Dhaval Maheta
22-09-2021	Parametric testing using Jamovi	Dr. Suman Kumar Dawn
23-09-2021	Non-Parametric Testing using Jamovi	Dr. Hitesh Parmar
24-09-2021	ANOVA -1 way & 2 way	Dr. Dhaval Maheta
25-09-2021	Factor Analysis	Dr. Dhaval Maheta
26-09-2021	Multiple linear Regression Analysis using Jamovi	Dr. Gautam Bandyopadhyay

Timing: every day from 6 pm to 8 pm

Profile of the Resource Persons



Dr. Gautam Bandyopadhyay is presently an Associate Professor in Department of Management Studies, National Institute of Technology, Durgapur. He has completed his PhD in Management Studies from Jadavpur University. He is FICWAI and FCMA qualified from ICWAI. Dr. Bandyopadhyay is a graduate in Operations Research from the Operational Research Society of India. His research works are

published in numerous Foreign Peer-review Journals & Indian peer-reviewed journals. As on date he has successfully guided 13 numbers of PhD scholars and 7 scholars are presently working under his guidance. His research mainly involves with Financial Capital market and portfolio optimization using different soft computing techniques such as, fuzzy Goal programming, Fuzzy Time Series, Different Statistical multivariate techniques and Optimization techniques like DEA using SPSS, EVIEWS and LINGO software and also by R studio for big data analysis. He has conducted numerous workshop, short-term course & Summer/Winter School especially in the area of Research Methodology in different Universities and in different B-School of Management using the software JAMOV, SPSS, EVIEWS, R-Studio and LINGO. He was former Head of the Department in Department of Management Studies, National Institute of Technology and acted as Expert Member for Inspection of different Management Colleges under West Bengal University of Technology, India. Before coming to the academic he had 13 years of experience in consultancy in software field.



Dr. Dhaval Maheta is doctorate in Management and currently working as an Assistant Professor, Department of Business and Industrial Management, Veer Narmad South Gujarat University, Surat. He has twenty years of Post – Graduate teaching experience. He has presented and published 30 research papers in National and International Conferences. He has been the key resource persons for the Research Methodology workshops organized at various levels including NITs. He has also published book on “Data Analysis using Minitab” software and “Statistical Analysis using R Software”, “Machine Learning using R” for Data Analysis. He has organized various Faculty Development Programme on Data Analysis using SPSS, AMOS, Minitab, E-views, R Software, R-Rattle, Gretl, Matlab, Design Expert, TORA, Atlas.ti, Orange, IBM Watson Predictive Analytics, RapidMiner, Python using Jupyter, Smart PLS, qualitative data analysis using NVIVO, etc. More than 7000 faculties have been trained for various research software.



Dr. Hitesh Parmar is currently working as Assistant Professor, at the Postgraduate Department

of Business Management (MBA), Sardar Patel University, Vallabh Vidyanagar, Gujarat. B.E(Mechanical), MBA(Operations Management & Marketing Management); Ph.D. (Management); Postgraduate Diploma in Research Methodology; Academic and Research Experience of 14 years; successfully conducted more than 100 faculty development programs/workshops in the field of data analysis through the use of various software such as SPSS, Minitab, R, E-Views and SPSS-AMOS; Trained more than 3000 participants; He has published more than 25 research papers in the national and international journal of repute. Co-authored 3 books - “Business Statistics”, “Production and Operations Management” and “Research Methodology” published by Himalaya Publications. His research area includes Supply chain management.



Prof. (Dr.) Kulwant Singh Pathania has outstanding credentials as an Academician, Education Administrator, Advisor, Consultant Mentor and Philanthropist known for his smart work demonstrated by a plethora of work. He is a Professor since January 2008, currently he is the Chairman of Department of Commerce, the Director International Centre for Distance Education and Open Learning & former Dean of Commerce & Management Studies at Himachal Pradesh University, Shimla. He has 33 years of illustrious teaching experience - mentored and guided 35 students for Ph.D; 70 students for M. Phil thesis and more than 100 students for Project reports for the completion of various management and tourism degrees of IGNOU. He is credited with 135 in publication of research papers. His research acumen can also be gauged from his authorship of 14 books and successful completion of 10 major research projects funded by various agencies. He has remained the chief editor of Academe, a publication of UGC- ASC (HRDC), Shimla and is an advisory member of editorial Boards of 10 research journals. A renowned expert in his field, Dr. Pathania is a highly sought after speaker at international and national conferences and a resource person for OPs and RCs organized by UGC-HRDC all over the country.

Apart from teaching and research, Dr. Pathania has remained Warden and Chief Warden of HP University for many years. He has a long association with the Co-operative Institute of HP State, Cooperative Banks, Shimla. Dr. Pathania was a President of HP University Teachers' Welfare Association. He has also been deeply involved with teachers' training in his role as Deputy Director and Director, UGC-

HRDC, HPU; where he organized more than 200 programmes for teachers. He is actively associated with many professional bodies including Shiv Shaikshanik Shodh Sansthan, Himachal Vanijya Shodh Sansthan and Indian Accounting Association, Shimla which have been working ceaselessly under his able presidentship. Prof. Pathania is a member of HP University Executive Council (Apex Decision Making Body of the University), University Court and member of selection committees of various universities.

His rich experience, sincere commitment and deep passion have made him a worthy /recipient of renowned awards like Vashisht Akademi Samman in 2009, Punjab Kala Sahitya Akademi Award and Research Award in 2012 by HPMCA. Earlier he was also nominated for Bharat Shikshak Ratan Award in 2009, International Kohinoor Award in 2011 and Pride Asia International Award in 2014 which speaks volume about his contribution in the field of academics. Dr. Pathania is also the approved counselor of IGNOU and Coordinator of Management since 2000. He is in the panel of examiners, member of Board of Studies and Research Degree Committees of various Universities and also a member in the Panel of Examiners of the Institute of Chartered Accountants and Company Secretaries. He is an eminent teacher, renowned scholar and able administrator. A consultant of a World Bank, Dr. Pathania has also visited United States (California, New York and Arizona) on academic assignment.



Dr. Suman Kumar Dawn Obtained the degrees in MSc (Mathematics) from IIT Kharagpur, MBA (Marketing) and earned his PhD from the University of Burdwan. He is also NET (in Management) and GATE qualified and a research fellow in ICSSR, New Delhi, under MHRD, Govt. of India. The teaching areas of interest of Dr Dawn are Marketing Management, Marketing Research, Strategic Management, Research Methodology, Quantitative Techniques, Statistics, International Marketing and Operations Research. He has accumulated 27 (Twenty Seven) years of teaching, research, administration and industry experience. He has published more than 30 research papers in national and international journals and attended several international and national conferences and seminars. Before joining Calcutta Business School, he was Associate Professor

in Marketing in Asia Pacific Institute of Management (AICTE and NBA approved), prior to that that he was also Head of the Department of Centre for Management Studies, JIS College of Engineering.

Registration Fee

- Rs 750/- per Indian participant
- USD 40 for Faculty participant
- USD 20 for Foreign Research Scholar / Student participant
- Payment has to be made in advance in the below mentioned Bank Account
- Last Date of Registration is September 15, 2021
- Fees paid will not be refunded. However a substitute delegate is acceptable provided intimated at least 12 hours before the start of the Workshop.

Please Note:

- The presence of all participants is mandatory in all the sessions of the FDP

BANK ACCOUNT DETAILS

- Beneficiary Name : CALCUTTA BUSINESS SCHOOL
- Bank Name : AXIS BANK LIMITED
- Branch : AMTALA
- Account No. : 440010100106092
- IFSC : UTIB0000440

Please click on register tab below for participating in the Workshop.

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