

CHANDIGARH BUSINESS SCHOOL OF ADMINISTRATION

MBA Department

Business Analytics Workshop

From 11th - 15th February, 2019

Expert Detail:

- Name: Dr. Dipanjan Kumar Dey
- Designation : Assistant Professor
- Organization: IIT Ropar



Dr. Dipanjan Kumar Dey, Assistant Professor, IIT Ropar

Brief details of the event highlights: The 5-day workshop was organised on developing new insights and understanding of business performance based on data and statistical

methods. It was focused on enhancing analytical skills of MBA students. They gained knowledge in SPSS and practiced it to draw critical conclusions from data related to business. The content of workshop included introduction to statistics, collection of data, classification and tabulation of data, sampling, predictive analytics, demand forecasting, subjective segmentation, sampling distributions, hypothesis testing, business forecasting, correlation, regression analysis, index number, time series analysis & trend analysis.

Response of the audience: It was a great learning experience for students with hands-on practice on SPSS.

Faculty Coordinator Name: Ms. Parinita Malhotra

Number of participants (student & Faculty): 134 + 2 faculty members (Ms. Manisha Aujla & Ms. Seema Saini)

Learning Outcomes: MBA Students were equipped to manage basic statistical analysis in SPSS. They also performed database management tasks, descriptive statistics and presented data graphically. They were made familiar with basic inferential statistics for comparisons and correlations. They will be able to manage statistically missing data and can work on database by splitting wherever required. Students can do data checking and create simple tables and charts to the extent of performing advanced analysis in SPSS.



As a part of workshop students had to appear in a test based on workshop. All the students enthusiastically participated in the test which had three cash prizes categories for winners. The list of winners as mentioned below:

S. No.	Student Name	Semester	Course	Position	Prize Money
1	Mr. Abhishek Goyal	2 nd Semester	MBA	First	Rs. 5000
2	Ms. Anmol Kaur	2 nd Semester		Second	Rs. 3000
3	Ms. Harmanjot Kaur	2 nd Semester		Third	Rs 1000



Dr. P N. Hrisheeksha, Campus Director, CGC, Landran,
 Dr. Dipanjan Kumar Dey, Assistant Professor, IIT Ropar awarding
 student with Certificate & Cash Prize.
 (From left to Right)



Dr. P N. Hrisheeksha, Campus Director, CGC, Landran,
Dr. Dipanjan Kumar Dey, Assistant Professor, IIT Ropar,
faculty members and students

Expert Narration: Dr. Dipanjan Kumar Dey, Assistant Professor, IIT Ropar, appreciated student's interest towards learning data analysis. He was impressed with student's active participation in exercises based on the subject.