



**Faculty Development Programme**  
on

**Business Data Analysis with  
Statistical Software**

February 22-25, 2023  
(on virtual mode)

## About the Programme

The programme aims to provide with the basic knowledge for developing empirical analysis, interpreting the results and draw conclusions applicable to a variety of contexts. The significance of data analysis is evident in almost all areas of management, social sciences, and humanities. Knowledge of applied research tools and methodology along with the use of software helps in integrating research and practice. This programme on research methodology in social science is expected to cover the fundamentals of research methodology, with an emphasis on theoretical and practical inputs. It will expose participants with the application of such tools using a wide range of business data, in the fields of economics, marketing, finance and HR. This programme is sought to guide researchers toward creating their own research plans with due consideration for each stage of research and to acquire the skill of data analysis for business professionals.

## Who Should Attend

- Faculty members in university / college / business school from social science
- Research scholars in areas of management, commerce, economics and social sciences
- Practitioners / business professionals and researchers from industry / corporates already in / looking for a career in market research / business analytics

## Objectives

- To impart both theoretical and practical knowledge to participants pertaining to various statistical research methods such as factor analysis, correlation and regression, time series analysis
- To enhance the skill of participants in application of statistical softwares such as SPSS, STATA, Eviews
- To acquire the skill and knowledge to interpret the results of statistical analysis and what it implies in business situations and social science research



## Programme Content

- Testing of Hypothesis
- Correlation and Multiple Regression, Estimation of regression coefficients and inferences, Ordinary Least Squares, Multicollinearity, Categorical variables
- Analysing business data using factor analysis and cluster analysis
- Logistic regression
- Time Series analysis for financial data: Autocorrelation and stationarity of a time series
- Regression with cross section and time series data

## Pedagogy and Pre-requisites

- The pedagogy will include interactive sessions, cases and hands-on applications on real life data with softwares such as Microsoft Excel, SPSS, STATA and Eviews
- Pre-requisites: Knowledge of basic statistics and working knowledge of basic Microsoft Excel



### Professor Paramita Mukherjee

PhD

Professor Paramita Mukherjee is an academican with more than twenty four years of experience in academics, research and industry. Prior to joining NMIMS, she was associated with International Management Institute Kolkata for about a decade. An alumna of Presidency College, Kolkata, Professor Mukherjee has completed MS in Quantitative Economics from Indian Statistical Institute and Ph.D. from Jadavpur University, Kolkata. She has a variety of experience, ranging from a hardcore academican and a researcher to analyst in market research, with stints at ORG MARG (now AC Nielsen), ICRA and renowned business schools. She teaches courses on economics, statistics, business research methods, business forecasting, financial econometrics, among others. She was a visiting faculty in Presidency College to teach Time Series, and in IIM Ranchi and Kalyani University as part of Ph.D. course work to teach Econometrics with applications in Eviews. She has conducted training programmes for executives under the auspices of CII, Kolkata and handled consulting assignments in the energy sector. She was awarded with research project from India Gold Policy Centre at IIM Ahmedabad, sponsored by World Gold Council.

Her research interest lies in Financial Economics and Applied Econometrics. She has worked on contemporary issues in financial sector such as foreign investments, mutual funds, stock market volatility, spillover, trading behaviour and linkage among financial markets. She has authored several research papers in reputed peer-reviewed international journals. She has handled responsibilities as Dean (Academics) and Area Chair (Economics) for several years in IMI and previous institutions.



### Dr. Chandrima Chatterjee

Dr. Chandrima Chatterjee is an Assistant Professor of Economics at Narsee Monjee Institute of Management Studies, Hyderabad. She holds her Ph.D. in Economics from Indian Institute of Technology Kharagpur. During her doctoral research, she has acquired knowledge on several tools of statistical data analysis as well as econometric analysis, and has been successfully applied those in the domain of Health Care Economics and Development Policy. She is highly skilled in analysing Big Survey Data (NSSO, NFHS, CSO) using statistical software such as STATA, SPSS etc. She has also published scientific papers in reputed peer reviewed international journals. Prior to joining NMIMS, she worked in a reputed business school of Kerala. She has taught courses such as Microeconomics, Microfinance, Economics of Insurance, International Finance etc. Her areas of research interest have been Health Care and Development Policy, Population Ageing, Microfinance, Sanitation, Gender and Sustainable Development.

During her undergraduate studies, she was awarded with the honour of the 'most promising student of the year (2010)' by the Department of Economics, Bethune College Kolkata. She has also qualified for UGC NET lectureship in Economics.

## About NMIMS Hyderabad

NMIMS Hyderabad started its journey in 2010 with an objective of imparting quality education in management. Currently the School of Business Management and School of Commerce offer professional post graduate and undergraduate programmes that are designed based on the three pronged Knowledge-Skills-Attributes approach. The programs are tuned to the industry needs. Faculty members are research-active and the University contributes to management education by imparting knowledge through Management Development Programmes for executives in the corporate sector and Faculty Development Programmes for research scholars, young faculty members and business professionals keen to upgrade their skill and knowledge.

## Fees and Registration

Category	Total Fees in INR (Regular) [Registration by February 19, 2023]	Total Fees in INR (Early bird) [Registration by January 31, 2023]
Research Scholars	1500 + GST @18%	1000 + GST @18%
Faculty Members	3000 + GST @18%	2000 + GST @18%
Persons from Corporates	6000 + GST @18%	5000 + GST @18%

\*GST will be applicable

- Last date for registration and payment: February 19, 2023
- Early Bird discounts are available till January 31, 2023
- Registration form can be filled online from the website
- After making the payment, fill up the registration form online from the <https://www.nmimshyderabad.org/>

## Bank Details for payment through NEFT / IMPS

Name of A/c Holder : SVKM'S NMIMS

NEFT IFSC code : KKBK0000661

Bank Name & Address : Kotak Mahindra Bank, Juhu Vile Parle West

Account No. : 2311578254

Type of Account : Current

MICR Code : 400485022

NOTE : After payment, submit the screenshot of bank acknowledgement by email to [accountant@nmims.edu](mailto:accountant@nmims.edu), [vmkumar.bandhi@nmims.edu](mailto:vmkumar.bandhi@nmims.edu)

## Organizing Committee

Dr Siddhartha Ghosh - Director

Dr Ashish Kumar Biswas - Assistant Professor (Marketing)

Professor Paramita Mukherjee - PhD, Professor (Economics)

Dr Chandrima Chatterjee - Assistant Professor (Economics)

For registration and further information / enquiry, contact:

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