MAHARAJA SURAJMAL INSTITUTE

Maharaja Surajmal Institute is affiliated to Guru Gobind Singh University, New Delhi, approved by BCI & AICTE, NAAC 'A' grade accredited, rated as Category 'A+' by SFRC & 'A' by JAC Govt. of NCT of Delhi. It is also recognized U/s 2(f) of UGC Act, New Delhi. The Institute was established in the year 1999. MSI is a self-financing, quality conscious and the oldest institute of GGSIP University and continues to be a preferred destination for students aspiring to excel in various fields of MBA, B.A. LL.B., BBA LL.B., BBA, BBA (B&I), BCA, B.COM (Hons.) and B.Ed.

DEPARTMENT OF MANAGEMENT

The Department of Management has been dedicated to achieving excellence in management education and upholds the highest standards for educational quality.
It has state of the art infrastructure with well stacked fully computerised Wi-Fi enabled Library, computer lab and presentation resources. Emphasizing practical experience and theoretical understanding, the department prepares students for diverse roles in various industries.

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AICTE Training and Learning Academy (ATAL) Faculty Development Program On Unlocking Educator Potential: Essential Data Analytics Skills and Applications in Business Management

20th January 2025 -25th January 2025

Organized by

Department of Management

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Program Overview

In today's rapidly evolving digital landscape, data analytics has emerged as a critical skill set for educators across disciplines. "Unlocking Educator Potential: Essential Data Analytics Skills and Applications in Business Management" addresses this importance by equipping educators with the tools and knowledge needed to harness the power of data in both teaching and research endeavours.

In research, data analytics offers unprecedented opportunities for exploration and discovery. Educators can leverage data analytics to conduct robust empirical studies, uncover patterns and inform evidence-based decision-making. Moreover, data analytics facilitates interdisciplinary collaboration, allowing educators to address complex queries that span multiple domains.

The emphasis of NEP-2020 on empowering higher education teachers, mainly technical and management education, to identify the changes in integrating digital technologies in teaching and research. Aligning with NEP-2020 the aim of the FDP "Unlocking Educator Potential: Essential Data Analytics Skills and Applications in Business Management " is to equip educators with the essential knowledge and skills to effectively leverage data analytics in their teaching and research endeavours.

There is no Registration Fee for the Participants

The Objectives of FDP

• Fundamentals of Analytics: Cover the core concepts, terminology, and lifecycle of data science projects, including data collection, cleaning, analysis, and interpretation.
• Machine Learning Techniques: Explore key algorithms and methods in machine learning, including supervised and unsupervised learning, along with case studies.
• Data Visualization: Discuss best practices for visualizing data and effectively communicating insights, using Power BI.
• Applications of Data Analytics in Business: Predictive Models for forecasting in business and industry.
• Integration: Integrate data-driven methodologies into business management education and practices.
• Bridging the gap: Bridge the industry-academia gap through real-world applications of data analytics in business scenarios.

Scope of the program

The FDP equips educators with essential skills to integrate data-driven insights into teaching and research. It bridges the gap between academia and industry, focusing on tools like Python, R, and Power BI for practical business applications such as market analysis, financial modeling, and supply chain optimization. This FDP fosters research innovation, curriculum enrichment, and interdisciplinary learning, preparing faculty to nurture future-ready business leaders. By addressing emerging trends like AI and ethical analytics, it enhances global competency, ensuring participants are adept at leveraging data for sustainable and strategic decision-making in management.

Target Audience

Faculty members, research scholars & PG students of the AICTE approved institutions and Industry Personnel

Mode: Online

Registration Details

Participants can register online through the link given below:
https://atalacademy.aicte-india.org/signup

Please register through the registration link: https://atalacademy.aicteindia.org/login as a participant. After log in, please fill your respective details. Please click on FDPs, Type>ATAL; Month>January; Thrust area>Engineering and Management> Online; Apply for FDP Application No: 1730723941

Certification

The certificates shall be issued to those participants who are registered on ATAL portal www.aicte-india.org/atal and attend the program with minimum 80% attendance and score minimum 70% marks in the test. Feedback must be shared by participants through portal available on their login.