

# **G. H. RAISONI INSTITUTE OF BUSINESS MANAGEMENT**

---

## **CERTIFICATE COURSE IN ANALYTICS FOR MANAGER (SPSS)**

---

### **OVERVIEW**

The certificate course emphasises on the vast potential for applications of statistical tools in Industrial, Business and Commercial fields. This course has been built around detailed concepts and skills at the basic level to make it easy for you to understand how Statistics can be put to practical use. The course has been designed to make you aware of the applications of Statistics in Businesses with the help of Hands-on training.

### **OBJECTIVES**

1. Guide students in developing suitable research methodology and data analytical tools
2. To provide a hands-on experience of the models and tools used for conducting analytics in the different subject domains of Businesses.
3. Train students to draw better conclusion from the analysis

### **CURRICULUM**

#### **Unit 1-Data**

- Creating and Editing Data File
- Computing New and Recoding Variables
- Selecting and Sorting Cases
- Merging Files
- Dealing with Missing values

#### **Unit 2-Descriptive Statistics**

- Frequencies
- Measures of Central Tendency
- Measures of Variation
- Measures of Position
- Measures of Distribution
- Skewness and Kurtosis

#### **Unit 3- Data Visualization**

- Univariate Graphs

- Bivariate Graphs
- Multivariate Graphs
- Comparing Categories
- Comparing Variables

### **Unit 3- Correlation and Regression**

- Simple Correlation
- Multiple Correlation
- Partial Correlation
- Degree of Correlation
- Simple Linear Regression
- Multiple Linear Regression

### **Unit 4- Testing of Hypothesis-Parametric Tests**

- Cross-tabulation and Chi square
- One and two sample t-test
- ANOVA, Post-Hoc
- MANOVA

### **Unit 5- Testing of Hypothesis-Non-Parametric Tests**

- One and two sample t-test
- k-Sample Tests
- Analysis of Frequencies

