



AMITY
UNIVERSITY
— PATNA —

One-week Online Faculty Development Programme

On

DATA ANALYSIS & DEEP LEARNING

Using SPSS, AMOS & PYTHON

A METHODOLOGICAL & ANALYTICAL PERSPECTIVE OF RESEARCH

19TH - 23RD JULY 2021

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An initiative of IQAC

Organised by:



AMITY
BUSINESS SCHOOL



ABOUT THE FDP

In today's information age, gathering and organising data in order to draw useful conclusions has become crucial. Data analysis helps in finding meaning in data so that the derived knowledge helps in making right decisions. It can be used as an input to create statistical analysis. The knowledge of statistical analysis software allows its users to perform complex analysis with ease and gain correct insights. The emergence of COVID-19 pandemic and its devastating impact have reiterated the importance of using big data analytic tools for controlling its spread, predicting trends and mitigating its effects.

To operationalize the vision of continuous learning and up skilling, Amity Business School of Amity University, Patna, is organising One Week Online Faculty Development Program (FDP) to motivate learning among academicians by nationally renowned resource persons having years of experience in the field of research and innovation. It will provide a great interactive platform for scholars, academicians and researchers to gain hands-on experience on contemporary tools and methods of research. The Faculty Development Programme will enrich the participants with the theoretical as well as practical knowledge. It will cover two distinguished domains Statistical analysis and Deep learning.

OBJECTIVES OF THE FDP

- To enable participants in defining a research problem and developing a methodology for addressing the key issues.
- To enable participants how to use various data analysis techniques, including analysis methods used in deep learning, in their research.
- To develop the analytical skills of participants who want to improve the quality of their data analysis capabilities in order to make better decisions and publish their research articles.
- To effectively summarize research findings and represent them graphically using SPSS.
- To have basic learning about R and AMOS for related types of data analysis.
- To learn basic and advanced Artificial Neural Network (ANN) by very renowned academician.
- To enable participants how to do Natural Language Processing (NLP) for management and social science research.



PROGRAMME CONTENT

Basic Data Analysis & Advance Data Analysis

- Normality Testing
- Parametric Test and Non-Parametric Test
- Reliability Analysis
- ANOVA
- Regression Analysis
- Exploratory Factor Analysis (EFA)
- Confirmatory Factor Analysis (CFA) using AMOS
- SEM using Smart PLS
- Advanced Techniques using Smart PLS.

Software: SPSS, R and AMOS Software.

Deep Learning, ANN and NLP

- Introduction to Deep Learning;
- Artificial Neural Networks and its Implementation;
- Advanced Neural Networks.
- Natural Language Processing for Social Analytics.

Software: Python Libraries



RESOURCE PERSONS



Prof. (Dr.) AMLAN CHAKRABARTI

Professor and Director,
A. K. Choudhury School of Information
Technology (AKCSIT), University of Calcutta.



Dr. DHAVAL MAHETA

Assistant Professor,
Department of Business &
Industrial Management, Veer Narmad
South Gujarat University, Surat.



Dr. HITESH PARMAR

Assistant Professor,
G. H. Patel Institute of
Business Management,
Sardar Patel University,
Vallabh Vidhyanagar

CORPORATE TRAINERS AND POST GRADUATE STUDENTS

It is designed for highly motivated Faculty Members,
Research Scholars, Industry Professionals,
Corporate trainers, Post Graduate students.

CERTIFICATE OF PARTICIPATION

- The E-Certificate will be given to the participants on successful completion of the programme.
- E-Certificate is linked to the mandatory presence of the participants in all the sessions and submission of quizzes/assignments.





CHIEF PATRON

Hon'ble Dr. Ashok K. Chauhan
Founder President,
Amity Education Group

Hon'ble Dr. Atul Chauhan
Chancellor,
Amity University

MENTORS

Mr. U Ramachandran
Senior Vice President,
Amity Education Group

Mr. Gauravh Gupta
Vice President,
Amity Education Group

PATRON

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Vice-Chancellor,
Amity University Patna

Dr. Vivekananad Pandey
Pro-Vice-Chancellor,
Amity University Patna

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Amity University Patna

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Assistant Professor,
Amity Business School,
Amity University Patna

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Programme Leader, Amity
Business School,
Amity University Patna

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Bhattacharjee**
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Assistant Professor,
Amity Business School,
Amity University Patna

ADVISORS

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University Patna

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Assistant Controller of
Examination,
Amity University Patna

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Commerce & Finance,
Amity University Patna

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Amity Business School,
Amity University Patna

Ms. Mahima Kapoor
Research Scholar,
Amity Business School,
Amity University Patna

Ms. Sudha Gupta
Research Scholar,
Amity Business School,
Amity University Patna

Registration Details

Registration Fee: Rs. 500/- per candidate

Last date of Registration- 17th July, 2021

Registration link:

<https://tinyurl.com/yxvvdvbt>

WhatsApp joining Link:

<https://bit.ly/3hiALqt>

Payment Link: <https://www.amity.edu/NSPG/HDFCGateway/>

FOR ANY QUERY, PLEASE CONTACT

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AMITY UNIVERSITY PATNA



Amity University is ranked amongst the top 3 percent universities globally by QS-2018 ranking. It is a 25-year-old, India's leading education group, founded with the goal of contributing to nation-building through excellence in higher education. Amity University has over 170,000 students in 300 programmes on campuses in India and abroad. In recent years, Amity University has facilitated over 36,000 on-campus placements. Amity University has over 6000 research publications, more than 300 ongoing research projects, 500 books in various fields, 1001 patents, and 1260 management case studies in areas such as strategic management, marketing, finance, human resource management, and economics.

Amity University, Patna is yet another landmark university established by the Amity education group to revolutionise the Indian higher education sector through the provision of globally benchmarked, research-based, and employment-oriented education. Amity University, Patna's endeavour is to provide every student with the benefit of a very strong placement cell. A large team of the Amity Corporate Resource Centre is involved in an intensive interaction with corporates and facilitates career planning for the students. Amity University's strong global alumni base translates into a significant advantage for students in terms of global network building.