ASCIPGDM Summer School-2020

We are inviting Students / Research Scholars / Professionals seeking part-time, online courses and non-residential programs to advance their career or pursue an academic passion.

Our Offerings
a) Analysis of data using Basic and Advance Excel
b) Data Visualization using Tableau
c) Research Methodology using SPSS
d) Introduction to machine learning using R studio/Python
e) Basics of Digital Marketing

Unique features of the courses
- Classes will be taken by ASCI faculties
- Online classes. Participants do not have to take break from work
- Program in line with leading certifications
- Projects using real life data

Course Structure

a) Analysis of data using Basic and Advance Excel (12 hours)

Pedagogy
➢ Online lectures
➢ Mini projects using Excel
➢ Online evaluation

Topics to be Covered
❖ Excel Features
❖ Sorting tables, Filtering
❖ Use of various mathematical and statistical functions
❖ Visualization and Graphical Analysis
❖ What-if analysis
❖ Pivot Tables
❖ Introduction to Macro
❖ Live Projects

Course Fee
INR 10,000

Certification by ASCI

Candidates who will clear the online evaluation will receive a Completion Certificate

b) Data Visualization using BI Tools (14 hours)
Target Participants
Pedagogy
- ➢ Online lectures
- ➢ Tool based learning
- ➢ Mini projects
- ➢ Online evaluation

Topics to be Covered
- ❖ Introduction to Tableau Desktop
- ❖ Creating Basic Visualizations
- ❖ Visualization and Graphical Analysis
- ❖ Mapping
- ❖ Trends and Forecasting
- ❖ Dashboards and Actions

Course Fee
INR 15,000
Certification by ASCI
Candidates who will clear the online evaluation will receive a Completion Certificate

c) Research Methodology using Statistical Tools (14 hours)
Pedagogy
- ➢ Online lectures
- ➢ Tool based learning
- ➢ Mini projects
- ➢ Online evaluation

Topics to be Covered
- ❖ Nature and scope of Research Methodology
- ❖ Problem Formulation and Statement of Research Objectives
- ❖ Research Designs
- ❖ Methods of Data Collection
- ❖ Sampling
- ❖ Analysis of quantitative data
- ❖ Understanding Regression
- ❖ Analysis of qualitative data
- ❖ Understanding Cluster Analysis, Factor Analysis

Course Fee
INR 12,000
Certification by ASCI
Candidates who will clear the online evaluation will receive a Completion Certificate

d) Introduction to machine learning using R studio/Python (16 hours)
Pedagogy
- ➢ Online lectures
- ➢ Tool based learning
- ➢ Mini projects
- ➢ Online evaluation

Topics to be Covered
- ❖ Basic Statistics
- ❖ Introduction to machine Learning
- ❖ Data pre-processing and preparation
- ❖ Building Linear Regression model
- ❖ Introduction to Decision Tree
- ❖ Introduction to SVM Models
- ❖ Mini Project

Course Fee
INR 15,000
Certification by ASCI
Candidates who will clear the online evaluation will receive a Completion Certificate

e) **Basics of Digital Marketing (14 hours)**
Pedagogy
- ➢ Online lectures
- ➢ Tool based learning
- ➢ Mini projects
- ➢ Online evaluation

Topics to be Covered
- ❖ Why Digital Marketing
- ❖ Digital Marketing Overview
- ❖ Search Engine Optimization
- ❖ Search Engine Marketing / Google Ads
- ❖ Social Media Overview and Basic Principles
- ❖ Email Marketing
- ❖ Understanding Web Analytics

Course Fee
INR 15,000
Certification by ASCI
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HOW TO APPLY
Interested candidate may contact

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