



Indian Council of  
Social Science Research

**ICSSR sponsored**  
**Two-Week Capacity Building Programme (CBP)**  
**On**  
**"Data Analytics for Commerce Teachers"**  
**Date: 14 October 2024 – 26 October 2024**

*Organising Institutions*

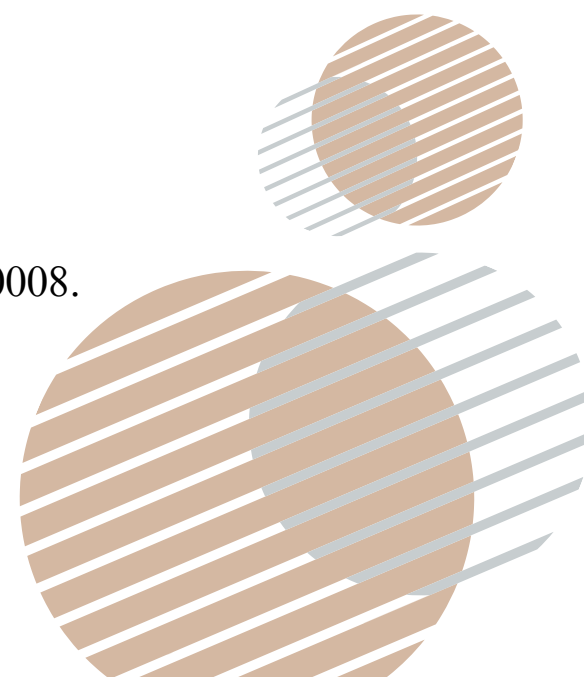
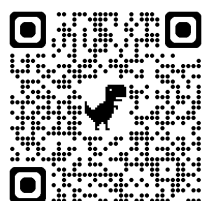
*Department of Commerce, University of Madras*

*Department of Commerce Shift-II*

*Stella Maris College (Autonomus), Chennai.*

**Programme Venue:** Stella Maris College, 17, Cathedral Road, Chennai - 600008.

**REGISTER NOW**





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In this era of digital transformation, Commerce is rapidly evolving, with data analytics becoming essential for gaining competitive insights. To empower commerce educators with the necessary skills, this CBP aims to provide hands-on training in data collection, analysis, interpretation, and visualisation techniques crucial for today's commerce landscape.

**Program Highlights:**

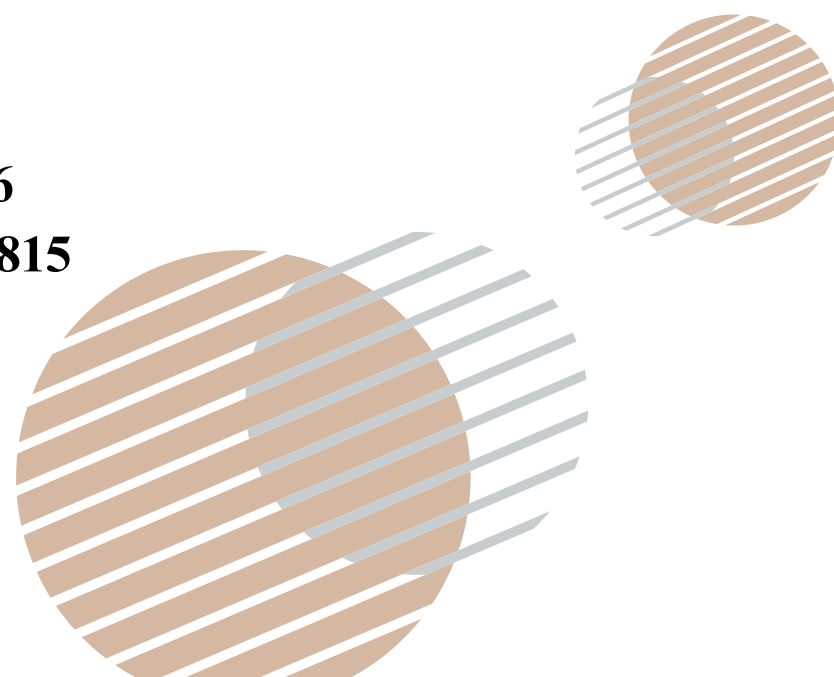
- Comprehensive coverage of data analytics tailored for commerce teachers.
- Practical exercises and case studies using industry-standard tools like SPSS, SAS, and R.
- Innovative pedagogy integrating data analytics into commerce curricula.

**For More Information and Registration:**

**Contact**

**Dr. R. Shanthi (Course Director) -9444058036**

**Dr. C. Deepasri (Co-Course Director) -9952087815**





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### **About the Programme:**

The Capacity Building Program on Academic Research Excellence for Young Faculty Members in Social Sciences is designed to empower and enhance the research capabilities of early-career academics in the field. This program aims to equip young faculty members with the necessary skills and knowledge to excel in their academic research endeavours and make significant contributions to the social sciences.

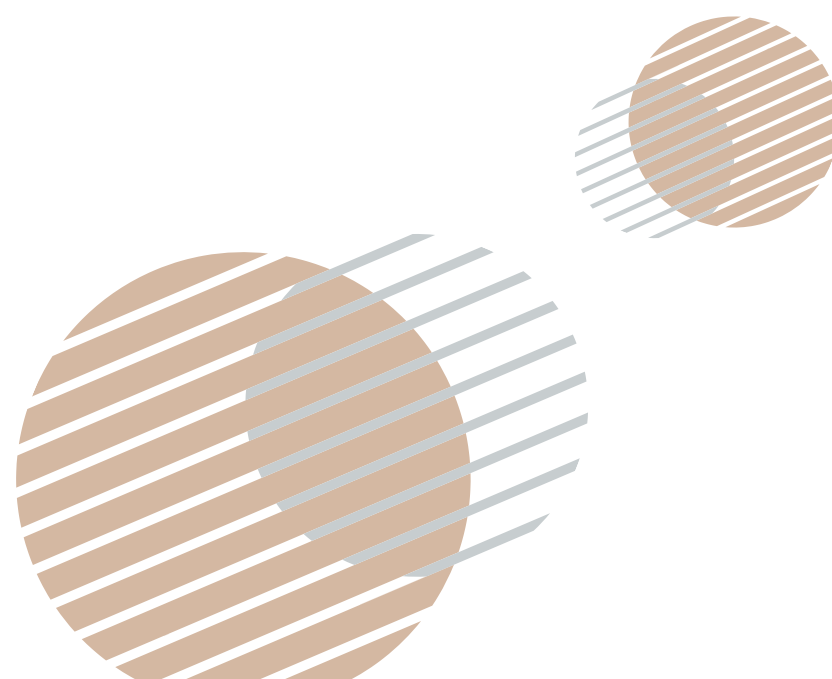
By engaging in this comprehensive capacity-building program, young faculty members in social sciences will be better equipped to pursue rigorous research projects, publish their work in reputable journals, and contribute significantly to advancing knowledge in their respective fields. Moreover, this program will facilitate the establishment of a vibrant academic community, fostering collaboration and elevating the overall research quality in the social sciences domain.

### ***Programme Structure and Content***

The capacity-building programme will be structured into modules that cover essential aspects of data analytics tailored to the needs of commerce educators.

#### ***Key modules include:***

- Innovative Pedagogy and Teaching Techniques
- Leveraging Information Technology for Commerce Education
- Introduction to Data Analytics and Software Tools
- Applications of ERP and CRM Software
- Business Intelligence with Power BI
- Coding and Scripting for Researchers
- Digital Libraries and Research Databases
- Statistical Analysis with SPSS
- Data Analysis with SAS
- Data Manipulation and Analysis with R





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**Eligibility Criteria:**

1. To be able to join the CBP, participants are expected to be a Lecturer/ Assistant Professor in a UGC recognized Indian University/deemed university/College/institutes of national importance and ICSSR Research Institutes.
2. All applications should be duly forwarded by the parent institution.

**Intake:**

There should be at least thirty (30) participants from social science disciplines of which ten (10) must be from the city, ten (10) from the state and ten (10) from outside the state.

**Kindly Note:**

- Selection of the participants will be made as per the ICSSR guidelines.
- No leave of any kind is permissible during the course.
- Attendance in all the sessions is compulsory.
- A personal laptop is to be carried during the CBP.

**Registration Fees:** There is no registration fees for the selected participants.

**Accommodation & Travel:**

- Accommodation (on twin sharing basis) & travel will be given only to outstation participants. ·  
Lunch & tea with refreshments will be given to all the participants. ·
- Outstation participants will be provided travel assistance up to AC III Tier fare by the shortest route (No booking shall be made on Rajdhani/Shatabdi or Duronto Trains).
- Reimbursement will be made only on submission of original tickets.

How to apply: Interested candidates can fill the registration link: <https://forms.gle/HrEnbk5zfkYqvfHN8>

**Important Dates:**

Last date to submit the registration: **12th October, 5 pm**

Intimation to Selected Candidates: **13 October 2024.**





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**(On confirmation of selection, the participants will have to submit a soft copy of the recommendation of the Forwarding Authority Letter/NOC from the Institution. Original hard copy of the forwarding letter/NOC will be submitted at the time of the program)**

**Programme Venue:** Stella Maris College, 17, Cathedral Road, Chennai - 60008

***Course Director:***

***Dr. R Shanthi-*** (Course Director),  
Professor and Head,  
Department of Commerce,  
University of Madras.

***Course Director:***

***Dr. C. Deepasri-*** (Co-Course Director),  
Assistant Professor & Head i/c,  
Department of B.com (Honours)  
Stella Maris College(Autonomus)Chennai.

**Contact For Assistance:**

**Mr. Jeba Samuel -9884168146**  
**Mr. Preethy Rose: 9444605582**

**For More Information and Registration:**

**Contact**

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