

**Management Development  
Programme  
on  
STATISTICAL MODELLING  
FOR DATA ANALYSIS  
SMDA 2017  
November 27- December 02,  
2017**



**Organised by  
VINOD GUPTA SCHOOL OF  
MANAGEMENT  
INDIAN INSTITUTE OF  
TECHNOLOGY  
KHARAGPUR, INDIA**

**OBJECTIVE OF THE COURSE**

Statistical modelling is an important branch in mathematical sciences, which finds utility in almost all areas of sciences, engineering, management and social sciences. The rapid development of computing technology has further raised its importance and placed great demands on its application to real life problems. With the availability of various multivariate techniques and user-friendly statistical software, the ability to analyse large amount of data is not only desirable, but a necessity for any professionals. Such techniques and software are usually very complex and confusing for the uninitiated. There are several issues in this process like selection of appropriate technique, selection of right software, interpretation of results and so forth. The objective of this programme is to emphasize broad range of techniques for data analysis and to foster multi-disciplinary research in these areas.

**TOPICS TO BE COVERED**

Module 1: Introduction to SMDA  
Module 2: Modelling design  
Module 3: Estimation and hypothesis testing  
Module 4: Basics of statistical modelling  
Module 5: Analysis of Variance  
Module 6: Regression Modelling

Module 7: Discriminate Analysis  
Module 8: Conjoint Analysis  
Module 9: Cluster Analysis  
Module 10: Multidimensional Scaling  
Module 11: Factor Analysis  
Module 12: Structural Equation Modelling  
Module 13: Panel Data Modelling  
Module 14: Time series modelling  
Module 15: Statistical Applications

**(Details will be highlighted in the programme schedule)**

### **COURSE MATERIALS**

Necessary course materials will be provided to the participants during the course.

### **WHO CAN ATTEND?**

The course is addressed to (1) Executive from Industry, Corporate, Government and NGOs; (2) Faculty from colleges and universities; and (3) Students with minimum qualification of graduation.

### **HOW TO APPLY?**

Download the registration form. The filled registration form along with course fee should reach the course coordinator on or before November 15, 2017.

### **IMPORTANT DATES**

**Last Date of Application:**

**November 15, 2017**

**Programme Duration:**

**November 27- December 02, 2017**

**COURSE FEE (including service tax  
14.00 %)**

**Category A: Foreign Participants**

**Single Room AC Accommodation:**

**Rs. 60000/-**

**Twin Sharing AC Accommodation**

**Rs. 50000/-**

**Category B: Corporate Professionals**

**Single Room AC Accommodation:**

**Rs. 30000/-**

**Twin Sharing AC Accommodation**

**Rs. 25000/-**

**No Accommodation**

**Rs. 20000/-**

**Category C: Academicians/ Others**

**Single Room AC Accommodation:**

**Rs. 25000/-**

**Twin Sharing AC Accommodation**

**Rs. 20000/-**

**Twin Sharing NON AC Accommodation**

**Rs. 16000/-**

**No Accommodation**

**Rs. 12000/-**

**Category D: Students (Postgraduate)**

**Twin Sharing NON AC Accommodation**

**Rs. 13000/-**

**No Accommodation**

**Rs. 10000/-**

The course fee includes course materials, certificate, food and accommodation at IIT Guest house. Please note that accommodation is available on twin sharing basis. **Payments should be made by electronic fund transfer. For this, the bank details are as follows:**

Account Name: CEP-STC, IIT Kharagpur

Account Number: 95562200002955

Bank Name: SYNDICATE BANK

Bank Branch Name: SRIC, IIT Kharagpur (Branch Code: 9556)

Indian Financial System Code (IFSC):

**SYNB0009556**

Swift Code: **SYN BIN BB 120**

Bank Address: IIT Kharagpur, Kharagpur- 721 302, Midinipur Dist. (W. B.), India (Telephone No: 03222 255221)

**NOTE:**

**In case of electronic money transfer, please submit a copy of money transfer record with details of bank, amount, transaction number and date. The bank proof must be attached with registration form.**

Payment can also be made through a

bank draft drawn in favour of “**CEP-STC, IIT Kharagpur**” Payable at **Kharagpur.**

**CERTIFICATE**

Certificate will be issued to each participant from the Office of Dean (CE), Indian Institute of Technology, Kharagpur.

**COURSE COORDINATOR**

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Programme Coordinator, SMDA 2017  
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