

ORIENTATION PROGRAM REPORT

CERTIFICATION PROGRAM FOR DATA ANALYSIS & INTERPRETATION

In Collaboration with CGN University - Wyoming, USA

Introduction: The orientation program for the DATA ANALYSIS Certification Program, organized in collaboration with CGN University - Wyoming, USA, was conducted for the 2nd & 1st year MBA students of Shushruti Institute of Management Studies. The program aimed to provide students with comprehensive insights into the field of data analysis, its importance in modern business contexts, and the specific skills required to excel in this domain and to grab lucrative job opportunities.

Date and Venue: The orientation program took place on 24th April 2024 – Wednesday, at the premises of Shushruti Institute of Management Studies. The venue was equipped with the necessary facilities to accommodate the attendees and facilitate interactive sessions.

Objectives:

1. To familiarize students with the fundamentals of data analysis.
2. To introduce students to the significance of data analysis in business decision-making.
3. To outline the curriculum and expectations of the DATA ANALYSIS Certification Program.
4. To inspire students to develop a keen interest in data analysis and its applications.

Program Agenda:

1. **Welcome Address:** The program commenced with a warm welcome by DR. CHANDRAKALA TM, Director/Principal of Shushruti Institute of Management Studies, who expressed enthusiasm for the collaboration with CGN University and the opportunities it presented to the students.
2. **Introduction to Data Analysis:** A presentation was delivered by Mr. MOHAN KUMAR a faculty member from CGN University, providing an overview of data analysis, its types, and its relevance in various industries. This session aimed to lay the foundation for understanding the importance of data-driven decision-making.
3. **Curriculum Overview:** Representatives from CGN University presented an outline of the DATA ANALYSIS Certification Program, detailing the modules, coursework, assessments, and certification criteria. This session provided students with clarity on what to expect from the program and how it aligns with industry requirements.

4. **Q&A Session:** A dedicated question-and-answer session allowed students to seek clarification on program details, career prospects, and any other queries they had regarding data analysis and the certification program.
5. **Closing Remarks:** The program concluded with closing remarks from Prof. Chithra J M, expressing gratitude to the collaborators, speakers, and participants. Students were encouraged to make the most of the opportunities presented by the certification program and to embark on their journey toward becoming proficient data analysts.

Conclusion: The orientation program for the DATA ANALYSIS Certification Program, organized in collaboration with CGN University, provided a valuable platform for the students of Shushruti Institute of Management Studies to immerse themselves in the world of data analysis. By introducing them to fundamental concepts, practical applications, and program expectations, the orientation set a strong foundation for their educational and professional endeavors in this dynamic field.

Recommendations:

1. Certification Classes to commence after the Bangalore University exams in the month of June-July to cater regular flow of classes.
2. Regular follow-up sessions to be conducted to reinforce learning and address students' queries.
3. Incorporation of more hands-on activities and case studies to enhance practical understanding.
4. Encouragement of continuous learning through supplementary resources and workshops.

Overall, the orientation program catalysed students' journey toward mastering data analysis and leveraging its potential to drive organizational success.

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