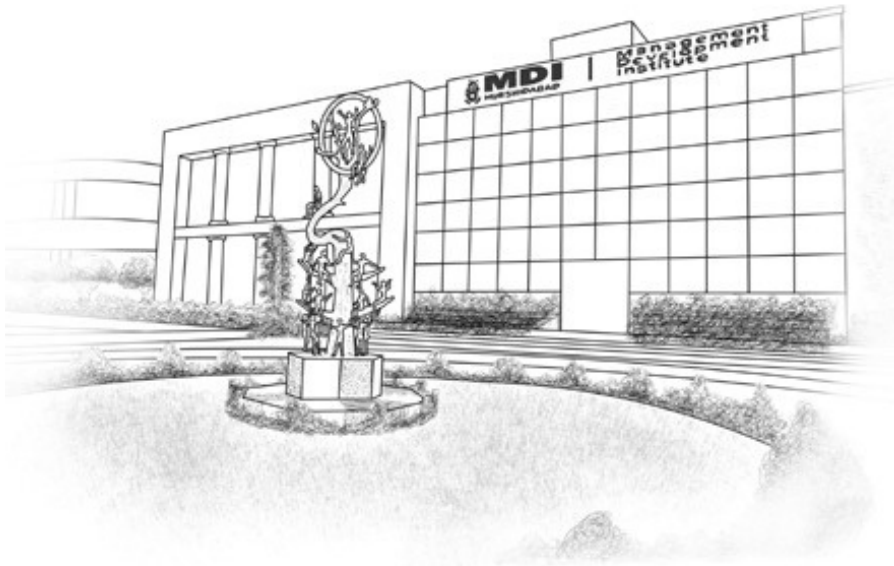


MANAGEMENT DEVELOPMENT INSTITUTE MURSHIDABAD

MANAGEMENT DEVELOPMENT PROGRAMME STATISTICS MADE EASY FOR PROFESSIONALS



Background

The use of Statistics helps develop new insights and understanding of business performance based on data and statistical methods. Today organizations are aware of the benefits of fact-based management with the help of analytical modelling and numerical analysis for better decision making. With today's technology, companies are able to collect tremendous amounts of data with relative ease. However, the data are usually meaningless until they are analyzed for.



Learning outcomes

This MDP will aid the participants to:

- Use data to inform decisions and improve accuracy, efficiency, response time and help measure accomplishments against overall goals.
- Understand customers better, drive performance and revenue, and improve operational efficiency and much more.
- To find meaningful trends, patterns, relationships and other useful information from data,
- To learn a variety of methods, from simple to complex and to analyze data sets helping uncover important information for enhanced decision making.
- Use Appropriate software for data application analysis



Key Highlights

- Introduction to Statistics
- Visualization and Descriptive Statistics Introduction to Inferential Statistics
- Hypothesis Testing and Business Problem solving
- Regression Models & Predictive Analytics
- Time Series Analytics & Forecasting



Pedagogy

The Program will be in the form of LIVE discussions concerning the theory and analysis of Managerial as well as empirical applications, applied problems, case analysis and software training. The Program will enhance skills of participants which they can apply to data sets for solving problems.



Who Should Attend?

Executives, Academicians, Entrepreneurs, Research Scholars, Management Students and all interested in data sciences will benefit from this program.



Faculty

The faculty will comprise the MDIM core faculty

Registration & Fees

The enclosed nomination form should be completed and returned with all the details. The fee of the program is **Rs. 10,000/ day / participant+ GST** which includes a professional fee and all charges for lodging and boarding and supply of course materials. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

The program fees can be paid through bank transfer as per the bank details given below:

Account Name: **Management Development Institute Society**
Bank Name: **ICICI Bank**
Account Number: **201505024814**
IFSC Code : **ICIC0002015**
Branch Name: **Jangipur**
(Please share the transaction details for verification purposes after making payment)

Venue & Duration

The programme is scheduled on a residential basis at MDIM Campus, Kulori, P.O.-Uttar Ramna, P.S.-Raghunathganj, Dist.-Murshidabad, West Bengal, PIN-742235, India. Accommodation for participants would be available at MDIM Campus

Enquiry

For any Additional information/enquiry, please write to:

Department of Continuing Education
Management Development Institute Murshidabad
Kulori, P.O.-Uttar Ramna, P.S. - Raghunathganj
Dist. Murshidabad, West Bengal, PIN-742235
Contact Details: +91 9674727164/ +91 9674757164
(Extn: 127/183)

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Website: <https://www.mdim.ac.in>
Email: ce@mdim.ac.in

Programme Director



Dr. Amrita Sengupta

**Assistant Professor-Quantitative Techniques
and Chairperson-Continuing Education**

Dr. Amrita Sengupta has completed her PhD from IIT Kharagpur with her Masters in Economics from Jadavpur University. She has more than nineteen years of experience in teaching, research and administration in

varied organizations like IIM Calcutta, Sikkim Manipal Institute of Technology, iLEAD and Institute of Wetland Management and Ecological Design. She has worked extensively in both Development Economics and Resource and Environmental Economics as a Research Scientist in projects funded by Stirling University, UK. She has also worked on Industry Competitiveness under CII in a World Bank Project.

About MDI Murshidabad

Management Development Institute (MDI) was set up as an autonomous body in 1972. With an intention to impart management education, nurture local talent, and groom them to become global Leaders, Management Development Institute (MDI), launched its second campus in Murshidabad in the year 2014. The

foundation stone was laid on the 31st of October 2010 at Jangipur, Murshidabad, West Bengal by the then Honorable Union Minister of Finance, Govt. of India, Shri Pranab Mukherjee. In 2014, MDI Murshidabad (MDIM) launched its Post Graduate Diploma in Management (PGDM). It was commemorated in the presence of the then honorable President of India Shri Pranab Mukherjee, by an inspiring address by him to our first batch of PGDM students on the 24th of August, 2014. This was followed by a deliberation made by Shri Arun Jaitley, then Hon'ble Minister of Finance, Defence & Corporate Affairs, Govt. of India. PGDM offered by MDIM is recognized and accredited by the All-India Council for Technical Education (AICTE), New Delhi, National Board of Accreditation (NBA). PGDM course is also recognised as equivalent to MBA by AIU for a period of three years (01.07.2024 to 30.6.2027). The Murshidabad campus is a part of MDI's vision to nurture and promote local talent and enterprise. The campus of MDI Murshidabad is in the central part of the State of West Bengal, India. MDIM prides itself in not only providing management Education but also developing ethical corporate citizens for tomorrow's India.

MDI Murshidabad continues to uphold its commitment to excellence in management education, as evidenced by its consistent IIRF rankings. In 2025 MDI Murshidabad has secured the **prestigious position of State Rank 1 among the Best B-Schools (Private) for PGDM General** and has also secured the **prestigious position of Zone Rank 3 for the overall category.**

Management Development Programme (MDP)

MDI Murshidabad has been conducting Training Programmes of strategic intent since inception. In this regard our MDPs not only aim at acquiring and upgrading knowledge and competencies in generic areas but also assist in specific areas to thrive in the competitive world of business. Our fundamental programmes revolve around leadership, Change Management, Managerial Effectiveness, Sales Excellence, Service Excellence, Sales & Distribution Management, How to build a Strong Brand. Cost Management, as well as emerging issues like AI&ML, Business Analytics, HR Analytics, Digital Marketing, and Data Science. MDIM is committed to impart quality management education. It understands the requirements of the modern business organizations and offers need-based customized MDPs to meet the organizations' excellence. To do so, the pedagogy adopted across the MDPs is based upon experiential learning exercises that believe in learning while doing. We are also conducting open MDPs for several valued clients who herald from various sectors. Such MDPs have been developing the holistic perspectives of the clients to resolve any given issues through cross-pollination of ideas.

Certificate of Participation shall be provided after the completion of the Course.

CAMPUS DETAILS



Campus Address:

Management Development Institute Murshidabad
Kulori, P.O.-Uttar Ramna, P.S. - Raghunathganj
Dist. Murshidabad, West Bengal, PIN-742235
Contact Details: +91 9674727164/ +91 9674757164 (Extn: 127/183)
Visit: www.mdim.ac.in, e-mail: ce@mdim.ac.in