

**MANAGEMENT DEVELOPMENT  
PROGRAMME  
ON  
MULTIVARIATE DATA ANALYSIS**

**(MDA 2027)**

**May 17-20, 2027**



**ORGANISED BY  
VINOD GUPTA SCHOOL OF  
MANAGEMENT  
INDIAN INSTITUTE OF  
TECHNOLOGY  
KHARAGPUR, INDIA**

**OBJECTIVE OF THE COURSE**

Data Analysis, an important branch in mathematical sciences, is very vital today for all professionals, particularly for researchers, engineers, managers and analysts. The world is very dynamic today, especially with reference to abundance of information and multidisciplinary research. So it is a huge burden on the decision maker to analyse information and take meaningful decisions. 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 MDA

Module 2: Modelling Strategy

Module 3: Basic Understanding of Data

Module 4: Hypothesis Testing

Module 5: Analysis of Variance  
Module 7: Regression Modelling  
Module 8: Regression Strategy  
Module 9: Panel Data Modelling  
Module 10: Time Series Modelling  
Module 11: Time Series Strategy  
Module 12: Discriminate Analysis  
Module 13: Conjoint Analysis  
Module 14: Cluster Analysis  
Module 15: Factor Analysis  
Module 16: Structural Equation Modelling

### **COURSE MATERIALS**

The programme is purely application oriented. Necessary course materials will be provided to the participants during the course.

### **WHO CAN ATTEND?**

The course is addressed to corporates, executives and academicians only.

### **VENUE AND PLATFORM?**

Venue: Online

Platform: Zoom/Webex/Google Meet/Moodle, etc.)- to be intimated later

### **HOW TO APPLY?**

Use the link:

<https://erp.iitkgp.ac.in/CEP/courses.htm>

to apply ONLINE.

Process flows:

**Sign up → Login → Profile Fill-up → Choose a Program → Apply Now**

Payment if applicable is to be done ONLINE after getting short listed for the program.

### **IMPORTANT DATES**

Last date application: **April 30, 2027**

Course date: **May 17-20, 2027**

**COURSE FEE (including Goods and Services Tax (GST) 18.00 %). It is non-refundable and non-transferable under any circumstances.**

**Category A: Foreign Participants**  
**Rs. 30000/-**

**Category B: Corporate Professionals**  
**Rs. 15000/-**

**Category C: Academicians/ Others**  
**Rs. 10000/-**

**Category D: Students (Postgraduate)**  
**Rs. 6000/-**

### **CERTIFICATE**

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

## **COURSE COORDINATOR**

Prof. Rudra P. Pradhan

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