



**Activity: Seminar on Basics of Statistics used in Research**

Date: May 26th, 2019

Time: 10.00 am to 11.30 am

Location: ISME, 2<sup>nd</sup> Floor Classroom 4

Resource Person(s): Dr Swarnalakshmi

Faculty In-charge: Dr. Anju

Student In-charge:

No of students/Participants present: 5

URL if applicable:

**Poster / Flyer / Notice**

 **ISME**

**INTERNATIONAL SCHOOL OF MANAGEMENT EXCELLENCE  
BANGALORE**

**SEMINAR  
ON  
BASICS OF STATISTICS USED IN RESEARCH**

**26 May, 2019**

**ABOUT ISME**  
ISME IS A LEARNING BUSINESS SCHOOL OFFERING EXCELLENT EDUCATION THROUGH A STUDENT-CENTRED CULTURE OF RAZZLEDAZZE, INTERNATIONAL OUTLOOK, ENTREPRENEURIAL THINKING AND INDUSTRY ALIGNMENT. IT WAS FOUNDED IN 2008 BY SAJJAM PAUL, A FORMER IIT-BOMBAY PROFESSOR, INDIAN AIR FORCE, AND BHAKTIN, I.I.T. MUMBAI. THE COLLEGE HAS ALWAYS BEEN AT THE FOREFRONT OF QUALITY ASSURANCE WITH THE VISION OF NURTURING WISDEST, SOCIALLY RESPONSIBLE AND COMPETENT PROFESSIONALS. ISME HAS BEEN RANKED AS ONE OF THE TOP 50 SCHOOLS IN BANGALORE AND TOP 50 SCHOOLS IN INDIA. AT PRESENT ISME OFFERS UNDERGRADUATE, POSTGRADUATE AND EXECUTIVE PROGRAMS IN MANAGEMENT. THE BROAD SCOPE OF THE PROGRAMS RESEARCH, LEADERSHIP, ENTREPRENEURSHIP, AND IT ALSO OFFERS FELLOWSHIP PROGRAM IN MANAGEMENT RECOGNIZED BY AICTE. OUR LEARNERS EMPLOY AT LEAST ONE MAIN AREA AS AN AREA OF SPECIAL INTEREST AND RESEARCH. THE INSTITUTE CONSTANTLY EMPHASIZES TO EXPOSE ITS STUDENTS TO VARIOUS METHODS OF LEARNING, THE INDUSTRY VISITS, INTERACTION WITH INDUSTRY EXPERTS, PARTICIPATION IN SEMINARS, CASE STUDY ETC. SO THAT THEY BECOME SUCCESSFUL IN THEIR JOURNEY AS THEY MOVE FROM CAMPUS TO THE NEXT PHASE OF THEIR CAREER.

**ABOUT THE SEMINAR**  
THE SEMINAR WILL COVER THE BASICS OF STATISTICS, INCLUDING DEFINITION, TYPES, DATA COLLECTION, MEASURES OF CENTRAL TENDENCY, DISPERSION, PROBABILITY, SAMPLING TECHNIQUES, STATISTICAL TESTS, AND DATA VISUALIZATION. IT WOULD ENABLE INFORMED DECISION-MAKING ACROSS BUSINESS, SCIENCE, AND SOCIAL SCIENCES.

**RESOURCE PERSON - DR. SWARNALAKSHMI**

DR. SWARNALAKSHMI UMAMAHESWARAN, A PH.D. IN POLICY STUDIES AND A MASTER'S IN ECONOMICS, HAS PUBLISHED RESEARCH PAPERS IN INTERNATIONAL JOURNALS AND CONFERENCES. SHE HAS A DECADE OF EXPERIENCE IN BUSINESS ANALYTICS SPECIALIZING IN PREDICTIVE MODELING AND DATA-DRIVEN STRATEGIES. DR. UMAMAHESWARAN IS PASSIONATE ABOUT DATA DEMOCRACY AND BELIEVES TECHNOLOGY SHOULD BE ACCESSIBLE TO ALL.



**PROGRAM CO-ORDINATOR - DR. ANJU**

For more details call at tel +91 88800 12345 or Mail at [research@isme.in](mailto:research@isme.in)

### Event Report

The session began with Dr Swarna providing valuable insights about Statistics (a fundamental branch of mathematics) that deals with collecting, analyzing, interpreting, and presenting numerical data and, plays a crucial role in various fields such as science, economics, sociology, and business, enabling researchers and decision-makers to make informed conclusions and predictions based on empirical evidence.

Dr Swarna commenced the FDP by discussing the contemporary context of statistics and explaining that at its core, statistics encompasses two main branches: descriptive statistics and inferential statistics. Descriptive statistics involve methods for summarizing and describing the characteristics of a dataset, such as measures of central tendency (e.g., mean, median, and mode) and measures of dispersion (e.g., range, variance, standard deviation). These techniques provide insights into the basic features of the data, allowing researchers to understand its distribution and variability.

In contrast, inferential statistics involves making inferences or predictions about a population based on a sample of data. This branch of statistics includes hypothesis testing, confidence intervals, and regression analysis, among other techniques. By applying probability theory and mathematical models, inferential statistics enables researchers to draw conclusions about population parameters, assess the significance of relationships between variables, and make predictions about future outcomes.

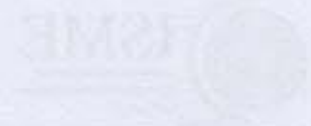
Dr Swarna concluded the workshop by providing participants an overall understanding of the 'basics of statistics' which is essential for anyone involved in data analysis and decision-making, as it provides the tools and techniques necessary to derive meaningful insights from empirical data.

***Conclusion:***

The workshop served as a platform for enhancing participants' quantitative research skills and enabled them to understand that Statistics empowered decision-making across fields— business, science, and social sciences.

**Geotagged Photographs with Caption**

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Location: ISME, 2nd Floor Classroom 4	

**List of Participants:**

SI No	Name of the Participant
1.	Shurllly Tiwari
2.	Dr. S Shyam Prasad
3.	Sudindra VR
4.	Kiran Kumar K V
5.	Anshu Sharma

Authorized Signatory (Dean/Principal/Head/Coordinator)
Name:
Date:

**PRINCIPAL**  
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## Certificate of Participation

*Dr. S Shyam Prasad*

For Participating in the  
**Seminar on Basics of Statistics used  
in Research**

conducted on 26th May 2019.

MR. KIRAN KUMAR

PRINCIPAL



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## Certificate of Participation

*Mr. Sudindra VR*

For Participating in the  
**Seminar on Basics of Statistics used  
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MR. KIRAN KUMAR

PRINCIPAL