

**Date & Timings**  
**September 29-  
October 13, 2018**

Every Saturday

**10:00 am to 01:00 pm**

@ IBA City Campus

## Participant's Profile

1. College and University Students
2. Entrepreneurs
3. Marketing professionals
4. Teachers
5. ORIC
6. And other professionals, Etc.



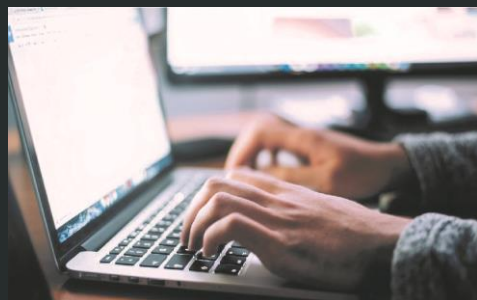
# Brain Training, Decision Science, & Personality Assessment through Data Analysis (A Research Based Approach)



The course is beneficial for those who want to showcase their hidden talent and requires an understanding and benefits of logical thinking, decision coaching for the purpose of minimizing their lacuna of writing and presenting skills. Result of which they can be able to **raise their standard of living, analyze and interpret their professional data, write valuable blogs, produce publications**, and importantly develop an ability to deploy those skills in their studies and professional career.

On analytic side, it's a common observation that marketing personnel, medical doctors, lawyers, engineers and other professionals are used to get the help of statistician and a content writer whenever they plan to write a blog, a paper or even a synopsis & dissertation. This course is strongly recommended for them so that they can get a familiarity with importance of lateral thinking, quantitative methods and research tools with additional support of MSEXCEL and SPSS because one can enjoy more by **analyzing his/her own data by simple exploratory & advance inferential methods**.

Test  
Scholar  
Table  
Normal  
Distribution  
exercises  
Coding  
Frequency  
Inferential  
Brain Statistics  
Research  
Exploratory  
Data  
ANOVA  
Chi-square  
SPSS  
p-value  
Google



## Course Plan & Topics:

### Session 1:

Brain exercises, logical thinking motivation plans, utilizing online portals to improve thinking patterns, introduction to positive psychology course (Harvard University elective) and its importance. Some relevant online courses.

### Session 2:

Setting up objectives, easiest and effective use of Google Scholar for literature review. Self-assessment exercises using exploratory data analysis of personal biometric data, exploring management skills, introduction to exploratory data Analysis by Sir John Wilder Tukey.

### Session 3 (Computer Lab session):

Data Analysis and conclusions of the data generated in earlier sessions, Use of MSEXCEL and SPSS. Univariate and Multivariate Analysis (an introduction) Working with statistics - Frequency Table / Descriptive / Cross tabulation of two or more Variables, Data Entry Exercise / Finding Information about Variables. Data Coding, data Splitting. Use of Inferential statistics and hands-on practice of all relevant Statistical tests and data collected in Session-1

### Course Requirements:

Participants is to have clear interest of Self-development, a will of knowing their personality; Learning Research & Statistical Methods and having a little *know-how* about some computer applications i.e. Windows operating system and MSOffice etc.

At least Intermediate or A Level qualification.

This short course will be delivered in such a way that the participants will understand and enjoy all the relevant concepts, exercises and statistical learning in a more interesting way.

## Trainer's Profile

**Mr. Yaseen Ahmed Meenai** is a PhD Scholar, he did his MSc. (Statistics) from University of Karachi. He is the recipient of the **BEST UNIVERSITY TEACHER AWARD** by HEC Govt. of Pakistan and has also received the **BEST RESEARCH PAPER AWARD** in IMSCI-2010, Orlando, FL-USA. He is associated with IBA since 2004, before his joining in IBA; he served in the Department of Statistics, University of Karachi for six years. His total University teaching experience is 18 years. Beside his University teachings, he has served as a resource person in several successful workshops within and outside IBA. He is also the 4th generation of great Hindustani Poet **Hazrat Ameer Meenai** so he also has a good sense of poetry with relevance of areas of his teachings.



## REGISTER NOW!

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Website: <http://sdp.iba.edu.pk>

Learning Investment:

PKR 12,000/-

*(Includes training material & certificate)*

Registration form and Fee Voucher are available at our website: <http://sdp.iba.edu.pk/>

Fee is to be deposited in cash / pay order in any branch of FAYSAL BANK Ltd., A/C No. 110-2162113-006. No fee will be accepted in cash/cheque at our office.