INTRODUCTION

Research plays an important role in development of the society by increasing the quantum of knowledge and solving crucial problems in different areas of social sciences. The recent research movements are generally based on recognition of need for critical. The traditional emphasis on factual knowledge and singular truths is diminishing and the knowledge generation and cultural interchange is increasing. This necessitates the awareness of research tools.

In the era of computers, it is the high time to use computers in our statistical calculations, through the use of SPSS package in our research project. Many educators are interested in undertaking research and guiding their students in different functional areas but they lack the needed know how and the application of appropriate statistical tools. Also, many researchers in the social sciences use SPSS to perform data analysis, but often formal training in use of the software and how to interpret output is severely lacking. This workshop using SPSS aims to eliminate the quantitative skills deficit which exists among many social science researchers.

This FDP will concentrate on transforming participants into competent and confident users of SPSS to enable them to conduct independent data analysis for their own research needs. Working with datasets, the course will cover widely-used statistical methods including descriptive statistics, data visualisation, statistical inference, categorical data, correlation and regression, analysis of variance and multivariate analysis (such as factor analysis).

This applications-oriented course is designed for researchers who lack the confidence to perform data analysis independently due to:

- A lack of understanding of various statistical methods
- Not knowing which techniques are appropriate for different types of data
- Inexperience with using statistical software packages (specifically SPSS here)
- Not knowing how to interpret output from software packages and what conclusions can be drawn.

OBJECTIVES OF THE WORKSHOP

- To create awareness and knowledge about research process i.e. meaning, types of research types method, selection of research problem, review of related literature, hypotheses, sampling, research tools, parametric and non-parametric tests.
- To give training in the use of SPSS package.
- To enhance the quality of research in the B schools.
TOPICS TO BE COVERED

- Meaning of research, types and areas of research, statement of objective.
- Tools of research and their standardization.
- Descriptive and historical research.
- Descriptive and Experimental research design.
- Parametric tests and non-parametric tests.
- Use of SPSS package.

TAKE AWAY

- State the research problem and objectives;
- Use appropriate method of research;
- Formulate different types of hypotheses;
- Select appropriate research tools and design perform independent data analysis in the social sciences
- Determine which statistical method is appropriate in a given situation
- Use SPSS to analyse datasets and interpret the output
- Draw conclusions and inferences following empirical analysis

WHO CAN ATTEND

An academician, a research scholar, anyone who wants to develop a holistic view on the statistical tools and research methodology. SPSS software training is intended to instill confidence in data analysis and its interpretation. Corporate and educational Institutes can sponsor their employees.
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<td>09:30 AM - 10:00 AM</td>
<td>Inaugural</td>
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| 10:00 AM - 11:30 AM | An Overview of Research Methodology  
Resource Person: Dr N P Singh |
| 11:30 AM - 11:45 AM | Tea Break                                                                |
| 11:45 AM - 01:15 PM | Scale Construction Reliability and Validity; Developing a Questionnaire  
Resource Person: Dr N P Singh |
| 01:15 PM - 02:00 PM | Lunch Break                                                              |
| 02:00 PM - 03:45 PM | Introduction to SPSS, Univariate and Bi-Variate Analysis of Data using  
Cross Tabulation, Non-Parametric tests (Chi Square, Spearman Correlation) |
| 03:30 PM - 03:45 PM | Tea Break                                                                 |
| 03:45 PM - 05:15 PM | Parametric tests using SPSS (t-tests, ANOVA & Post-hoc test)             |

**Day 2**

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<th>Time</th>
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| 10:00 AM - 11:30 AM | Non-Parametric Test: Regression Analysis; Dummy variables as Moderators  
Resource Person: Dr Deepak Chawla |
| 11:30 AM - 11:45 AM | Tea Break                                                                |
| 11:45 AM - 01:15 PM | Conducting Multivariate Analysis through SPSS: Factor Analysis  
Resource Person: Dr Deepak Chawla |
| 01:15 PM - 02:00 PM | Lunch Break                                                              |
| 02:00 PM - 03:30 PM | Application of Discriminant Analysis through SPSS  
Resource Person: Dr Deepak Chawla |
| 03:30 PM - 03:45 PM | Tea Break                                                                 |
| 03:45 PM - 05:15 PM | Comprehensive cases using SPSS  
Resource Person: Dr Deepak Chawla |
| 05:15 PM    | Valedictory and Certificate distribution                                  |

Tea/Coffee Break: 11:30 am to 11:45 am & 3:30 pm to 3:45 pm  •  Lunch Break: 1:15pm to 2:00 pm
RESOURSE PERSONS

Dr. Deepak Chawla is a Distinguished Professor at the International Management Institute (IMI), New Delhi. He has been with the institute since 1991. He was earlier Dean (Academic), Dean (Research), Programme Director for various post graduate programmes and the registrar of IMI. A fellow of the Indian Institute of Management, Ahmedabad (IIM-A), he holds a Bachelor's and Master degree in statistics from the Indian Statistical Institute, Kolkata. He has over three decades of teaching, research and consulting experience in the area of quantitative method in business, marketing research, forecasting and financial econometrics. He has been a consultant to the School of Management Studies, Indira Gandhi National Open University, Delhi, a senior faculty member at the University of Calabar, Nigeria, a faculty member at Management Development Institute, Gurgaon, and a member of the research team at IIM, Ahmedabad. He has worked on numerous research and consulting projects in India and abroad and has extensively published papers both in national and international refereed journals. He has also conducted executive development programmes for private and public sector enterprises in India and abroad.

Dr N P Singh is a Professor (Information Management) and Dean - Research & Accreditation at Management Development Institute, Gurgaon since 2002. He has a rich academic experience with institutions like National Institute of Financial Management, Institute of Rural Management, Anand, and CCS Haryana Agricultural University, Hisar. Dr Singh has done consultancy assignments for Ministry of Finance and Ministry of Tertiary Education, Government of Sri Lanka (ADB and World Bank funded Project); Consultant to Karnataka Milk Federation, NDB (Mother dairy Delhi), North East Council, ATI Washington, etc. He has been awarded Young Scientist Award by Indian Society of Agricultural Statistics, Junior Research Fellowship by CSIR and Merit Fellowship by CCS HAU Hisar. His areas of interest are Business Intelligence, Data Warehouse, Data Mining, telecom Management Optimization Models, Simulation.

REGISTRATION DETAILS

Fee: A non-refundable fee of ₹4000/- per participant covering the cost of workshop kit, reading material, lunch and tea during the workshop. It does not include lodging and boarding and local transport. The fee is to be paid by way of bank draft in favor of Jaipuria Institute of Management payable at Noida.

Workshop Venue:
Jaipuria Institute of Management,
A-32 A, Sector 62, Noida - 201309

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ABOUT THE INSTITUTE

Jaipuria Noida was established in 2004. This state of the art campus in the heart of the corporate hub of the NCR region provides students with wide exposure to a number of industries. Led by Dr. Rajiv R Thakur and a strong team of full time faculty, the institute comprises of qualified and experienced professors as well as industry manager turned academicians.

The Institute works on developing graduates with entrepreneurial orientation and service mindedness. The Institute draws upon a mix of pedagogy focusing on learning through both in-class discussions, cases, and simulations as well as beyond the classroom learning through live projects, field project studies, regular industry interface and participation in various national/international seminars. The Institute offers three AICTE approved two year full time PGDM, PGDM (Service Management), PGDM (Marketing) and Management Development Programs for corporates. Apart from it, Jaipuria Noida now has opened up a new set of opportunities in higher management education for management students, professionals and academicians with its Doctoral Program in Management. The Institute is offering a PhD program from the academic session 2013-14 in association with Mohanlal Sukhadia University, Udaipur. NAAC accredited Jaipuria Noida, ranks 6th in North India amongst private B schools according to Career 360, 2012. It is ranked 31st and A++ in India amongst Best Schools according to NHRDN and Business India respectively.