SCHEDULE OF WORKSHOP [PART -II Three Days- March 17 - 19, 2017]

Day-1	Day-2	Day-3
A Brief Review of Part I **SPSS** • **Introduction of Multivariate analysis** • **Multivariate Regression** • **Regression with dummy variables** • **Measuring interaction effect in regression**	**SPSS** • **Principal Component Analysis** • **Discriminant Analysis** • **Conjoint Analysis** **Factor analysis**	**SPSS** • **Cluster Analysis** • **MDS** • **Logistic Regression** **Elimination the doubts of Participants & Paper Presentations**

REGISTRATION FEE:

For Part-I Four Days Workshop 1500/-	For Part-II Three Days Workshop 1500/-	For Seven Days Workshop 2500/-

IMPORTANT DATES	Workshop Dates:
Last date of Registration: **December 31, 2016**	Part- I [Four Days Work Shop]: **January 14 - 17, 2017** Part-II [Three Days Workshop]: **March 17 - 19, 2017** [Note: Seats are limited.]

MODE OF PAYMENT

Fee can be paid either by cash/online or by bank draft that can be sent in favor of BVM College of Management Education payable at Gwalior. Detail of online payment is mentioned on Registration Form.

KNOW YOUR RESOURCE PERSON :

Prof. Yogesh Upadhyay

Dean, Faculty of Management, Head, School of Studies in Management, & Director, Directorate of Distance Education, Jiwaji University, Gwalior (M.P.)Accredited by the NAAC with an 'A' Grade.
Positions Held:
Vice Chancellor, ITM University, Gwalior (MP)
Pro Vice Chancellor, ITM University, Gwalior (MP).
Dean, School of Studies in Management, Jiwaji University, Gwalior(MP).
Director, ITM School of Business, Gwalior (MP).
Head of the Department, School of Studies in Management, Jiwaji University, Gwalior (MP).
Chairman, Board of Studies in Management, Gwalior (M.P.)
I.Dean, MGCG University, Chitrakoot, Satna (M.P.)
(Winner - Best Business Academic of the Year Award 2007 at 60th Diamond Jubilee All India Commerce Conference)

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BVM COLLEGE OF MANAGEMENT EDUCATION, GWALIOR

SEVEN DAYS WORKSHOP
ON
RESEARCH METHODOLOGY IN MANAGEMENT AND DATA ANALYSIS USING SPSS

Part I [Four Days]
On
Univariate & Bivariate Statistical Analysis

January 14 - 17, 2017

Part II [Three Days]
On
Multivariate Statistical Analysis

March 17 - 19, 2017

Resource Person

Dr. Yogesh Upadhyay
Chairman & Head
School of Management Studies
Jiwaji University, Gwalior (M.P.)
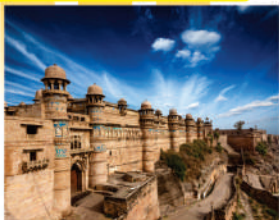
Organized by

BVM COLLEGE OF MANAGEMENT EDUCATION
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ABOUT GWALIOR

Gwalior is a historical and major city in the Indian state of Madhya Pradesh. City is well known for its majestic fort, considered as one of the best in the world. It is one of the largest cities of Central India and is often referred to as the tourist capital of Madhya Pradesh. Gwalior is lying 122 Kilometers south of Agra and 423 kilometers north of Bhopal, the state capital. Gwalior has emerged as an important tourist attraction in central India as well as many industries and administrative offices came up within the city. The city is surrounded by industrial and commercial zones of neighbouring districts (Malanpur – Bhind, Banmor –Morena) on all three main directions which have several national and multinational manufacturing companies like Cadbury, Godrej, JK Tyres and SRF .

ABOUT INSTITUTE

Bhartiya Vidya Mandir Group - a premier organization in Madhya Pradesh administering Eleven Colleges run by **Bhartiya Vidya Mandir Shiksha Samiti,** an eminent educational society had been established in 1969 registered under M.P. Societies Registration Act.1869(106-1960).

The Bhartiya Vidhya Mandir College of Management Education (BVM) was established in 1997 with an aim to provide quality education and to play a catalytic role in the evolution of Management, Engineering and Information Technology. The college is running MBA, MCA, BCA,PGDCA, DCA and Teacher Education Programmes in Darpan Colony, Yamuna Nagar Campus of Gwalior city. It has successfully developed into a premier Institute of Management, Information Technology and Teacher Education with focus on excellence Quality and Innovation.

ABOUT THE WORKSHOP

Research Methodology is often a challenging subject for the students. Search for knowledge or any systematic investigation to establish facts is research. It is about searching systematically for solutions to problems. for analysis the result statistical device is required. Statistical device not only provides a way of summarizing the data into quicker and manageable information but also helps the researcher to make decisions whether relationship between two or more variables are actually real ones.

This 7-day Workshop on **Research Methodology in Management and Data Analysis Using SPSS** divided in to the two parts (Part I & Part II)

In part I (Four Days) focuses on beginners and experienced researchers involved in high quality research. The workshop begins with introduction to research and moves on to some unique aspects like theory building and conceptualization. Issues related to scale construction, research design and methods and Common Method Variance covered the Basics and Advances in Structural Equation Modeling especially "Bivariate statistical analysis".

In part II (Three Days) will be focused on "Multivariate statistical analysis" and its techniques for the more advance and experienced research.

OBJECTIVE OF WORKSHOP

- The main objective of workshop is to impart the data analytical capabilities of the Researcher and to enhance their ability of data analysis, capabilities to facilitate decision making and,
- To understand the :
  - ▶ Formulation of research problem;
  - ▶ Identification of research gap;
  - ▶ Setting research design;
  - ▶ Selecting tools for data analysis;
  - ▶ Application of tools for data analysis;
  - ▶ Interpretation of results;
  - ▶ Reporting results;
  - ▶ Understanding and using reference styling.

WHO SHOULD ATTEND

The workshop is designed for research scholars, faculty members of business schools, industrialists interested in doctoral or other research work in the area of management (and other behavioral science areas such as Marketing / HR/ Commerce / Psychology / Sociology /Public Administration etc.).This workshop will also be useful for teaching courses in research methodology marketing research and other research oriented courses.

SCHEDULE OF WORKSHOP [PART -1 Four Days- January 14 - 17, 2017]

Day	Topic Covered in Session
Day -1	**Overview of Research** and Research Process. • What is Research & Its Process? • How to identify the **research Problem** and Opportunity & its **dimension**? • **Theory building** • **How to conduct a review of literature?** • **How to set objectives of research?** • **How to create research questions?** • How to identify research gaps? • **How to use available e-resources?** • Research design
Day -2	**Data collection** • Primary and Secondary data • Measurement and scaling • Introduction to statistics • **Software packages Excel, SPSS, R and others** • Measure of central tendency • Variability and Shape **SPSS- Introduction** • Data entry • Creating tables in SPSS • **Describing data with the help of SPSS** • **Related functionalities of SPSS**
Day -3	**Hypotheses testing** • From research question to hypotheses • Sampling distributions • Crafting of hypotheses • Types of hypotheses • How to set alternate hypotheses • Level of significance • Testing process • Prevailing practices of writing hypotheses in international papers **SPSS** • **Descriptive Statistics -** Using frequencies, descriptive, explore, crosstabs functions. • **Compare means -** Means test, one-sample t-test, independent sample t-test, summary independent sample t test, paired sample t-test, ANOVA
Day -4	**Reliability and validity** **SPSS** • General linear models Univariate and Bivariate • Factorial ANOVA Interaction effect • Covariate • Correlation Bivariate, Partial and Canonical • Regression **Hands on research paper preparation** Setting objectives, Research question, Hypotheses and its testing.