



VJIM

AN INNOVATION DRIVEN B-SCHOOL



DATA ANALYSIS FOR MANAGEMENT RESEARCH

Objective

The programme is designed to assist data analysts, lecturers and executives who want to delve deeper into data and unravel the hidden meaning behind numbers. Interpreting data in a meaningful manner can enhance efficiency, identify bottlenecks in processes and help the organization to scale to

higher levels of performance. “What you see is not what you get”- hence deeper insights can aide managerial decision making if one understands the process by which meaningful inferences from data can be drawn.

Content covered

Introduction to research process, Scaling techniques, questionnaire design and analysis, descriptive statistics, inferential statistics- z test, Chi square test,

Analysis of Variance, Correlation analysis, Regression analysis, Dummy variable regression analysis, Factor analysis, Discriminant analysis.

Tools to be used

- Participants will get hands on experience on various statistical tools using SPSS.

Pedagogy/Learning Methodology

Lectures/Presentations, Case let study, Hands-on software demonstration.

Learning outcome

This workshop will assist in building a basic understanding of research methodology and different statistical techniques/tools for effective decision making. The workshop will introduce the participants to a systematic examination of data and structured enquiry using SPSS.

Target audience

The workshop is aimed at faculty, researchers/research scholars engaged in various fields of management.

Registration Fee: This workshop is designed for 3 days.

- a) For faculty members: Rs. 2000.00
- b) For full time research scholars : Rs. 1500.00

The registration fee includes course material, lunch, refreshments on workshop days.

Date and Venue

13-15 July 2017, at Vignana Jyothi Institute of Management, Bachupally Hyderabad

Coordinator: Dr. N. Padmaja

Contact

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