

Topics to be covered:

Day 1: Understanding Research Fundamentals

- Construction of Questionnaire and Framing Hypotheses
- Sampling Methods and Data Collection Techniques

Day 2: Data Analysis Techniques Using SPSS

- Descriptive statistics
- Practical exercises on t-tests, and chi-square tests using SPSS
- Exploring correlation analysis

Day 3: Regression Analysis & ANOVA

- ANOVA & Post hoc test
- Multiple regression analysis

Day 4: Factor Analysis & Non- Parametric tests

- Practical exercises on Non-parametric tests
- Factor Analysis & Cluster Analysis
- Discriminant function analysis

Day 5: SEM using AMOS

- Introduction to AMOS interface and model specification.
- Hands-on session on full structural model and path analysis using AMOS.
- Mediation & Moderation

REGISTER HERE



DATE :

November, 17th to 22nd 2023 (5 Days)

MODE:

Online through Google Meet

REGISTRATION FEE:

Rs 1000 (Including GST)
(Payment through online)

BANK DETAILS:

A/C Name: **Management Association**

A/C Number: **709109572**

Bank Name: **Indian Bank**

Branch Name: **Peelamedu**

IFSC Code: **IDIB000S107**

RESOURCE PERSONS:

Dr. K.K. Ramachandran

Dr. S. Brindha

Dr. S. Kavitha

Dr. S. Ilayasankar



GRD
INSTITUTE OF
MANAGEMENT

GRD INSTITUTE OF MANAGEMENT

Dr. G.R. Damodaran College of Science

(Autonomous, affiliated to the **Bharathiar University** and recognized by the **UGC.**)
Re-accredited at the 'A' Grade level by the **NAAC** and **ISO 9001:2015** Certified.

Civil Aerodrome Post, Avinashi Road, Coimbatore - 641 014, Tamil Nadu, India.



GRD
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A 5 DAY ONLINE
NATIONAL LEVEL FDP ON
**BUSINESS RESEARCH
METHODOLOGY**

17th - 22nd NOV 2023



ONLINE NATIONAL LEVEL FDP ON BUSINESS RESEARCH METHODOLOGY

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ABOUT THE WORKSHOP

SPSS is a comprehensive and flexible statistical analysis and data Management solution. SPSS is used by customers virtually in every industry, including telecommunications, banking, finance, insurance, healthcare, manufacturing, retail, consumer packaged goods, higher education, government, and market research. SPSS solutions address interconnected business objectives across an entire organization by focusing on the convergence of analytics, IT architecture and business process.

Data Analysis or Statistical Analysis is essential for most of the businesses in decision making due to increased competition in the market. A growing number of formally educated business executives tend to club their common sense conclusions with the scientific reasons and logics. Knowledge of appropriate Data Analysis techniques certainly provides an edge towards finding appropriate answers to the seemingly simple but complex business problems. This training module is designed to expose participants to innovative ways of designing and administering various data collection tools, statistical tools along with the application of technology to data processing and statistical analysis in social science research.

This online workshop is intended to help faculty members, managers, researchers, management students in sharpening their Analytical Skills through SPSS. The program is designed to cover all relevant aspects of Statistical Data Analysis starting from the very basics of Data Preparation, Data Cleaning to Advance Statistical Techniques including the theoretical aspects behind such techniques. It also highlights the use of SPSS for completing selected tools of inferential statistical analysis for a given data set with a special focus on parametric and non-parametric tests.

The new normal is the ability to adapt to changes at speed. The industry 4.0 and pandemic have accelerated digitalization of the economy. Every business needs to have an online presence to attract or retain customers.

This has led to manage vast amounts of data in every aspect of business and in all business areas. For managing enormous data, it requires leveraging of analytical capabilities for better predictions and greater insights.

Availability of online sources makes it easier for researchers to collect the data needed for the research. Gaining a meaningful insight from data requires robust knowledge in data analysis. SPSS is widely used statistical software suite in academia as well as industries for advanced analytics and multivariate analysis.

AMOS helps to support the research framework and theories by extending standard multivariate analysis methods. It also helps to build models reflecting complex relationships among variables and factors.

GRD Institute of Management, Dr. GRD College of Science takes immense pride in organizing this NATIONAL LEVEL FDP ON BUSINESS RESEARCH METHODOLOGY every year to facilitate research fraternity to gain new insights. The aim of this faculty development program is to equip and enhance the knowledge of academic researchers in statistical analysis. It provides hands on training experience on both SPSS and AMOS software.