



# School of Commerce Studies JAIN UNIVERSITY

Declared as Deemed-to-be University u/s 3 of the UGC Act, 1956

Accredited by NAAC with Grade 'A'

**NATIONAL LEVEL FACULTY DEVELOPMENT PROGRAM on**

## *“Data Analysis through SPSS”*

April 5, 6 & 7, 2018



**Venue:**

Jain University  
Knowledge Campus  
#44/4, District Fund Road  
Behind Big Bazaar,  
9th Block Jayanagar  
Bangalore – 560 069

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## **ABOUT JAIN UNIVERSITY:**

Jain University, an intellectual destination that draws inspired students from more than 35 countries to India's Silicon Valley – Bengaluru, has established with an aim to provide quality education and entrepreneurial development. Because of its commitment to learning, research, academia and entrepreneurial development, National Assessment and Accreditation Council (NAAC) has awarded 'A' Grade to Jain University with a CGPA of 3.31 on a 4-point scale. A culturally vibrant campus constituting of students from various states contributed to achieving this award which reinvigorates the culture and rich academic traditions of the University. Over the years, the University has made conscious and concerted efforts to build on its strengths and consolidate its achievements. Certified ISO 9001:2008 for quality management by TÜV Rheinland, Jain University is a member of Association of Universities of Asia and the Pacific (AUAP). Jain University has also been awarded 4 stars in the Young University category in Karnataka by KSURF iCARE Ratings for teaching excellence and employability, infrastructure, research excellence, inclusiveness, and social impact.

## **ABOUT iNURTURE EDUCATION SOLUTIONS PVT. LTD.**

Established in the year 2009, iNurture is the pioneering organization in enabling career-ready, formal higher education in India. It strives to strengthen 'employability quotient' across the complete spectrum of adult learning - from colleges to corporate. On the formal higher education front, iNurture supports universities and autonomous institutions to 'intelligently nurture' students by offering new-age undergraduate and postgraduate programs. These programs help students to become career-ready upon graduation, land jobs in fast-growing new-age sectors and develop successful careers. Meanwhile, it's short-term corporate/certification programs, introduced recently, help busy professionals upskill themselves in various industry domains and accelerate their career progress.

## **ABOUT THE FACULTY DEVELOPMENT PROGRAM**

Data Analysis or Statistical Analysis is unavoidable in business decision making due to increased competition in every sphere of business. 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 provide an edge towards finding appropriate answers of day to day seemingly simple but complex business problems.

Faculty members, researchers and management students find Data Analysis or Statistical Analysis as an integral part of their contents for discussion/learning. This FDP is intended to help faculty members, managers, researchers, management students in sharpening their Analytical Skills through SPSS (Statistical Package for the Social Sciences). 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.

**POTENTIAL BENEFICIARIES:** Business decision makers, Faculty members of academic institutes, Research scholars, Research Associates and Management students.

**UNIQUE FEATURES OF THE PROGRAM:** Besides basics of Data Analysis and basic Statistical Techniques, the FDP will cover advance topics viz., **Artificial Neural Networks** and (SEM) **Structural Equation Modelling** through **AMOS** (Analysis of Moment Structures) which are generally not covered in basic FDP.

**KEY OBJECTIVES OF THE PROGRAM:**

- To understand the *Basics of Research Methodology and Nature* of the Data.
- To understand the *Basic Concepts* of Statistics involved in Hypothesis Testing.
- To understand the *Selection Criterion* of appropriate Statistical Technique.
- To use SPSS for Data Analysis and *Interpretation* of the respective SPSS Output.

**PEDAGOGY:** SPSS software (trial version) must be installed in the laptops by participants. All concepts will be explained with the help of Data Sets with the application of SPSS and decoding of interpretations. Exercises are also included for practicing the discussed concepts and applications. Participants are encouraged to bring their live data and queries for discussion and solutions. It is mandatory for all participants to carry **their laptops fully charged** (along with the charger).

**TOPICS COVERED: On Day 1 & 2:**

<ul style="list-style-type: none"><li>• Basics of Research Methodology</li><li>• Creation of SPSS Data Files</li><li>• Data Screening through Descriptive Analysis.</li><li>• Hypothesis testing like t-tests, One-way ANOVA and Chi-square test.</li><li>• Multiple Linear Regression</li></ul>	<ul style="list-style-type: none"><li>• Preparation of Charts &amp; Graphs like, Histogram, Box-Plots, Stem &amp; Leaf Diagram, Bar &amp; Pie Charts.</li><li>• Cleaning of Data through identification of mild and hard Outliers.</li><li>• Cross Tabulation with two and three variables.</li></ul>
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**On Day 3:**

<ul style="list-style-type: none"><li>• Factor Analysis</li><li>• Cluster Analysis</li><li>• Basics of Structural Equation Modelling (SEM)</li></ul>	<ul style="list-style-type: none"><li>• Logistic Regression</li><li>• Artificial Neural Networks</li></ul>
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**RESOURCE PERSONS:**



**Dr. B A Vasu** is an MSc in Statistics from Bangalore University with specialization in Operations Research & Industrial Statistics and a Doctorate in Management. His specialization and teaching experience are predominantly in Business Mathematics, Mathematics, Statistics, Research Methodology and Marketing Research. He is highly experienced in counselling student & faculty members and survey & Statistical Analysis for Educational Institutions. He is a quick learner with ability to capitalize on new opportunities and plan innovative strategies. He is currently working as the Director of the School of Commerce and Management Studies at Jain Knowledge Campus, Jayanagar. His roles and responsibilities amongst others include:

- Member, Board of Studies for Commerce, Jain University
- Member, Academic Council, Jain University
- Chief custodian of Jain University examinations – UG programs.

He has contributed towards the digital lecture series and has authored text books for JAIN University and Bangalore University, apart from serving as a resource person in other colleges.

**Dr. Vinod Kumar Murti** has vast experience of 17 years in engineering industry plus 10 years in academics. He had been to Germany and Bahrain for his professional assignments during his engineering career. Dr. Vinod is currently



associated with iNurture Education Solutions Private Limited, Bangalore, as an Academic Head for *Financial Services and Business Analytics*. He is a passionate trainer about Data Analytics and currently engaged in writing a book on *Multi-Variate Data Analysis*. IBM has authorized him as trainer for IBM-CEBT (Career Education for Business Transformation) in the area of *Predictive Analysis*. His research interest lies in *Classification Schemes* for Corporate Bankruptcy like Neural Networks, Adaptive Boosting, Random Forests, Fuzzy Logics, Support Vector Machines and Genetic Algorithms. He has conducted several workshops on SPSS Training.

Industry professionals	3,000	Registration fee includes study material (e-mode), refreshments and lunch. <u>10% Discount will be given on a group of 3 or more participants from the same organization.</u>
Academia/Research Scholars	2,000	
<b>For Day 3:</b> Interested participants may pay an additional Rs. 1,000		

<p><b>CHIEF PATRONS:</b></p> <p><b>Dr. Chenraj Roychand</b>, President, Jain University</p> <p><b>Dr. C.G. Krishnadas Nair</b>, Chancellor, Jain University</p> <p><b>Dr. N. Sundararajan</b>, Vice Chancellor, Jain University</p> <p><b>Prof. N. V. H. Krishnan</b>, Registrar, Jain University</p>	<p><b>PATRONS:</b></p> <p><b>Dr. Easwaran Iyer</b>, Dean – Commerce; Director – Industry interface &amp; Placements, Jain University</p> <p><b>Dr. B.T. Venkatesh</b>, Advisor – Examinations; Jain University</p>
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**PROGRAM COORDINATOR:**

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