

## ABOUT THE UNIVERSITY:

Jain (Deemed-to-be University), an intellectual destination that draws inspired students from more than 35 countries to India's Silicon Valley – Bengaluru, was established with an aim to provide quality education and entrepreneurial development. Due to its commitment to learning, research, academia and entrepreneurial development, National Assessment and Accreditation Council (NAAC) has awarded 'A' Grade to Jain (Deemed-to-be 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 TUV Rheinland, Jain (Deemed-to-be University) is a member of Association of Universities of Asia and the Pacific (AUAP). Jain (Deemed-to-be 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 DEPARTMENT OF COMMERCE:

The department was set up in the year 1990 and has achieved significant growth by adding new dimensions in the domain of education in the commerce discipline. The constant innovation

nurtured its various spheres of functioning-teaching, extra-curricular, student centric ideology, continuous MDP's, national conferences, etc. - have added new features to its cap from time to time. The department houses over 5000 students at UG and PG levels and it is an abode to over 250 faculty members contributing towards its daily work and growth.

## ABOUT INSTITUTE OF ANALYTICS (IoA):

The Institute of Analytics (IoA) is the Professional Body for Analytics and Data Science professionals in UK and Internationally. IoA is a not-for-profit organisation that exists to promote greater awareness, understanding and innovation in Analytics. IoA is fully supported in their mission by leading organisations in the sector. The Institute of Analytics provides members with the opportunity to network with other professionals in the industry, to learn about career development opportunities, to share knowledge and expertise, to access continuous professional development programmes and to carry the official designation of membership.

## ABOUT MANAGEMENT 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 provides an edge towards finding appropriate answers of day to day seemingly simple but complex business programs.

Faculty members, researchers and management students find Data Analysis or Statistical Analysis as an integral part of their contents for discussion/learning. This MDP is intended to help faculty members, managers, researchers, management students in sharpening their Analytical Skills through SPSS (Statistical Package for Social Sciences). The program is designed to cover all relevant aspects of Statistical Data Analysis starting from the very basics of Data Preparation, Data Cleansing to Advance Statistical Techniques including the theoretical aspects behind such techniques.

## POTENTIAL BENEFICIARIES:

Business decision makers, Faculty members of academic institutes, Research scholars across disciplines, Research Associates and PG students across disciplines.

## UNIQUE FEATURES OF THE PROGRAM:

Besides basics of Data Analysis and basic Statistical Techniques, the MDP will cover advance topics viz., *Artificial Neural Networks and (SEM) Structural Equation Modeling through AMOS (Analysis of Moment Structures)* which are generally not covered in basic MDP.

## 5<sup>th</sup> National Level Management Development Program on "Data Analysis through SPSS"

9<sup>th</sup>, 10<sup>th</sup> & 11<sup>th</sup> MAY 2019



**Jain (Deemed-to-be University)**  
**JGI Knowledge Campus**  
#44/4, District Fund Road,  
Behind Big Bazaar, 9th Block  
Jayanagar, Bangalore  
- 560 069

- ❖ Hands on training
- ❖ Covers all Disciplines
- ❖ e-study material



## KEY OBJECTIVES OF THE PROGRAM:

- To understand the Basics of Research Methodology and Nature of the Data
- To understand the Concepts of Statistics involved in Hypothesis Testing
- To understand use of SPSS in Descriptive and Inferential statistics
- To understand the Selection Criterion of appropriate Statistical Technique/s
- 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:

- Basics of Research Methodology
- Creation of SPSS Data Files
- Cleaning of Data through identification of mild and hard Outliers
- Cross Tabulation with two and three variables
- Data Screening through Descriptive Analysis.
- Preparation of Charts & Graphs like, Histogram, Box-Plots, Stem & Leaf Diagram, Bar & Pie Charts

- Hypothesis testing including all t-tests, One-way ANOVA and Chi-square test.

- Simple Linear Regression (SLR) & Multiple Linear Regression (MLR)

**On Day 3:** Factors analysis

- Cluster analysis
- Basics of Structural Equation Modeling (SEM)
- Logistic Regression
- Artificial Neural Network (ANN)

## RESOURCE PERSONS:



**Dr. B A Vasu** is a doctorate in Statistics and a doctorate in Management. His specialization and teaching experience are predominantly in Business Mathematics, Statistics, Research

Methodology and Marketing Research. He is highly experienced in counseling students & faculty members and in survey & statistical analysis for educational institutions. He is a quick learner with ability to capitalize on new opportunities and plan innovative strategies. He is effective at simplifying issues, diffusing highly charged situations and offering solutions that allow people to understand potential implications ultimately resolving issues. He is currently working as the Director of the School of Commerce and Management Studies at JGI Knowledge Campus, Jayanagar. His roles and responsibilities in the University, amongst others include:

- Member, Board of Studies for Commerce

- Member, Academic Council

He has contributed towards the digital lectures series & authored text books for Jain (Deemed-to-be University) and Bangalore University, apart from serving as a resource person in other colleges.



**Dr. Vinod Kumar Murti** is an Industry professional/academician who has a vast experience of 19 years in Engineering Industry and 17 years in academics.

Dr. Vinod holds an Engineering Degree (B.E.) in Mechanical discipline, an MBA in Finance & Marketing and PhD in Finance. He is at present associated with IoA (Institute of Analytics), Head Quartered at London, in the capacity of **Country Head – India** based at Bangalore. Dr. Vinod was awarded Saraswati Sewa Puruskar by Lions International Club, Kanpur in year 2008 for his significant contribution in academics. He has won Second Prize in Best Doctoral Paper Competition in AIM'S 10<sup>th</sup> International Conference held at IIM-Bangalore during 6-9<sup>th</sup> January 2013. A certified trainer for IBM-CEBT, he loves sharing his knowledge about SPSS, SAS, R, Python and Excel and has conducted several workshops/FDPs on Data Analysis. He is a Corporate Trainer on Data Analysis for companies like *Accenture, Capgemini, Prudential Global, Hewlett-Packard, Goldman Sachs, etc.*

## CHIEF PATRONS:

### Dr. CHENRAJ ROYCHAND

PRESIDENT, JAIN (DEEMED-TO-BE UNIVERSITY) TRUST AND CHAIRMAN, JAIN GROUP OF INSTITUTIONS

### Dr. C G KRISHNADAS NAIR

CHANCELLOR, JAIN (DEEMED-TO-BE UNIVERSITY)

### Dr. N SUNDARARAJAN

VICE CHANCELLOR, JAIN (DEEMED-TO-BE UNIVERSITY)

### Dr. N V H KRISHNAN

RIGISTRAR, JAIN (DEEMED-TO-BE UNIVERSITY)

## PATRONS

### Dr. EASWARAN IYER,

Dean – Commerce; Director – Industry interface & Placements, Jain (Deemed-to-be University)

### Dr. B T VENKATESH,

Advisor–Examinations; Jain (Deemed-to-be University)

**Mr. TOM MANNAPURATHU JOSEPH**, Head – Strategy (Key Markets), ISDC

Target Audience	Fee: Day 1 & 2
Industry professionals	Rs. 5000
Academia/Research Scholars	Rs. 4000
For Day3 : Interested participants may pay an additional Rs. 1,500	
Registration fee includes study material (e-mode), refreshments and lunch. 10% Discount will be given on a group of 3 or more participants from the same organization.	

Payment may be made by DD in favour of 'Jain University' or Cash payment at the venue. Last date to register for the MDP is 8<sup>th</sup> May 2019.

## Program Co-ordinator:

### Dr. Madhavi R

Associate Professor, Dept. of Commerce – PG Studies, Jain (Deemed-to-be University)  
Mobile: +91 9986593254  
E-mail: r.madhavi@jainuniversity.ac.in