

**National Level Faculty Workshop on
'Research Methods and Data Analysis Using SPSS'
(RMDA 2014)**

Powered by SPSS South Asia

(14th - 15^h June, 2014)

Chitkara University, Punjab

Background

Search for knowledge or any systematic exploration to institute facts is **Research**. It is about searching systematically for elucidations of problems. No matter what scientific methodology is used, the variables under investigation must always be measured in some way or another. And measurement generates numbers - or data -often much more data than we can manually interpret. As a result, statistical tools have been devised to help the researcher summarize and interpret raw data. Statistical procedures not only provide a way of summarizing data into quick and manageable information, but they also help the researcher make decisions about whether relationships between two or more variables, are actually real ones. Statistical methods are playing an ever increasing role in framing suitable policies in a large number of diversified fields covering natural, physical and social sciences. Statistics today have become indispensable in all fields of human endeavor.

To address challenges and opportunities in the field of research, the most popular software product, SPSS has enabled academicians and researchers to obtain valuable information from the data. Basic knowledge on SPSS is vital for all users before they proceed to surveys and data analyses. This two-day workshop is for keen researchers in various disciplines, i.e., Business and Economics and other streams in Humanities, Social Sciences etc., by using SPSS for Windows who want to acquire the skills and knowledge on getting started with SPSS.

Objectives of the Workshop

1. To understand the application of right tools and techniques while conducting a research.
2. To understand the use of SPSS in data analysis.
3. To make participants familiar with techniques for different research approaches.
4. Enhance the Analytical Skills.
5. Facilitate Research Scholars in completing their thesis.

Who should attend?

Research scholars, Faculty, People from Industry

**There are limited seats for the workshop and participation will be allowed on first come first served basis.*

Workshop Fee

Fee of the workshop per participant is Rs. 2000/= (Rupees two thousand only) which includes working lunch and refreshments during sessions or material, if any.

Registration fees can be paid through Bank Demand Draft, Cheque or through Online Banking. The DD and Cheque can be made in favor of *Chitkara University* payable at Chandigarh.

For online payment, consider the following details.

Name:	Chitkara University
Saving Account No	22870110012413
IFSC Code	UCBA0002287
Branch	Jhansla, Tehsil-Rajpura
MICR Code	160028022
SWIFT Code	UCBAINBB212 (for foreign transaction only)

*If the candidate is making payment through NEFT then kindly inform about the transaction details through mobile phone, SMS or email on priority basis.

Workshop fee includes lunch and Refreshment during workshop program for two days.

Accommodation

The Chitkara University has limited accommodation facility in its Guest House. The Guests are required to pay marginal amount for accommodation and food at Guest House. The accommodation will be on twin sharing basis. We will also provide all necessary support to find a comfortable stay in good hotels in Chandigarh.

Contents & Schedule of Program

Day/Date	09:30 am-11:30pm	11:30am-11:45pm	11:45am-13:30pm	13:30am-14:00pm	14:00am-15:30pm	15:30am-15:45pm	15:45am-17:30pm
Day 1/ 14-06-14	Session 1: An Introduction to Hypothesis Testing and Its Significance in Research	Tea-Break	Session2: SPSS/ Bivariate Regression, Dummy Variable & Multiple regression	Lunch-Break	Session 3: SPSS/ Factor Analysis	Tea-Break	Session 4: SPSS/Discriminant Analysis
Day 2 15-06-14	Session 5: SPSS/Conjoint Analysis	Tea-Break	Session 6: SPSS/Path Analysis	Lunch-Break	Session 7: SPSS/Structural Equation Modelling using Amos	Tea-Break	Session 8: Structural Equation Modelling using Amos

About Resource Person

Prof. Sourabh Agarwal, from HBTI Kanpur will conduct this two days workshop. He has done B.Tech. from IIT Kanpur in 1992 (CGPA 7.4) and M.Tech (CGPA 9.3) from IIT Delhi in 1995. He is a **consultant to IBM SPSS** South East Asia Bangalore. He is handling the responsibilities of paper setter and examiner for Board of Technical Education, Lucknow, Board of Technical Education, Uttarakhand, Kanpur University. He is also working as practical examiner for M.Tech courses conducted by GBTU, Lucknow. He has also provided his technical expertise to various institutes in India of national and international repute. It includes IIT Kanpur, IIIT Allahabad, ICFAI University, NIT Rourkela, Vinod Gupta School of Management IIT Kharagpur etc.

How to apply

Interested candidates are required to send hard as well as soft copy of the duly filled registration form at the following address. Please send one hard copy of the registration form along with DD/Cheque at the following address

(Please mention the title of the workshop on the envelop)

The Dean, Chitkara Business School
Chitkara University, Punjab Campus
SCO 160-161, Sector 9-C, Madhya Marg
Chandigarh-160009

Email for sending soft copies and for all queries related to workshop -
workshop.cbs@chitkara.edu.in, bhavyarenuka@gmail.com, ujjawalakiran@gmail.com

Organizing Committee

Patron	Dr. Madhu Chitkara, Vice-Chancellor Chitkara University, Punjab Campus
Co-Patron	Mr. Mohit Chitkara, Vice-President Chitkara Educational Trust.
Workshop Director	Professor Sandhir Sharma, Dean Chitkara Business School, Chitkara University Punjab Campus.
Convener	Dr. Renuka Sharma, Associate Professor (Finance) Chitkara Business School. Mb. 09416281206
Co-Convener	Dr. Kiran Mehta, Associate Professor (Finance) Chitkara Business School. Mb. 09467014669

Brief about Chitkara University

Chitkara University is a leading non-profit University in North India with campuses in Chandigarh, Punjab and Himachal Pradesh. Our programs in academic disciplines are consistently ranked within top 50 in the country which speaks volumes about its enduring commitment, outstanding faculty and a rich learning environment. Chitkara, as a brand, brings with it a reputation that has been earned through years of serving the career- needs of the student community. It is a reputation for excellence and innovation among coveted employers for preparing graduates who have the knowledge and skills they need for success in their workplace. Chitkara established its Punjab campus in the year 2002 on Chandigarh – Patiala National Highway which is 30 kms from Chandigarh. In the year 2010 Chitkara University was established by the Punjab State Legislature under “The Chitkara University Act” with the right to confer degrees as per the sections 2(f) and 22(1) of the UGC Act, 1956.

Chitkara Business School got established in 2008 under Chitkara University banner. MBA has been our flagship program. With in initial few years of its existence, our students and faculty have made their mark over industry and academics. 100% placement record in more than 15 industry segments speak volumes of its achievements. Innovative and latest curriculum in association with industry is another noting features of Chitkara Business School. Our Faculty

includes Promising names in education, Doctorates and Industry practitioners. Academic environment, enviable Industry linkages and international partnership with the leading Universities of more than 40 countries across the globe are major strengths of the School.

Chitkara University offers the following Programs at Chitkara Business School, for academic year 2014-15:

Graduate Programs

- 2 Year Master of Business Administration (MBA)- Marketing
- 2 Year Master of Business Administration (MBA)- Financial Markets Practice in academic partnership with BSE Training Institute, Mumbai
- 2 Year Master of Business Administration (MBA) – Healthcare Management in academic partnership with Fortis
- 2 Year Master of Business Administration (MBA) – Human Resource Management in academic partnership with ManpowerGroup
- 2 Year Master of Business Administration (MBA) – Finance & Banking

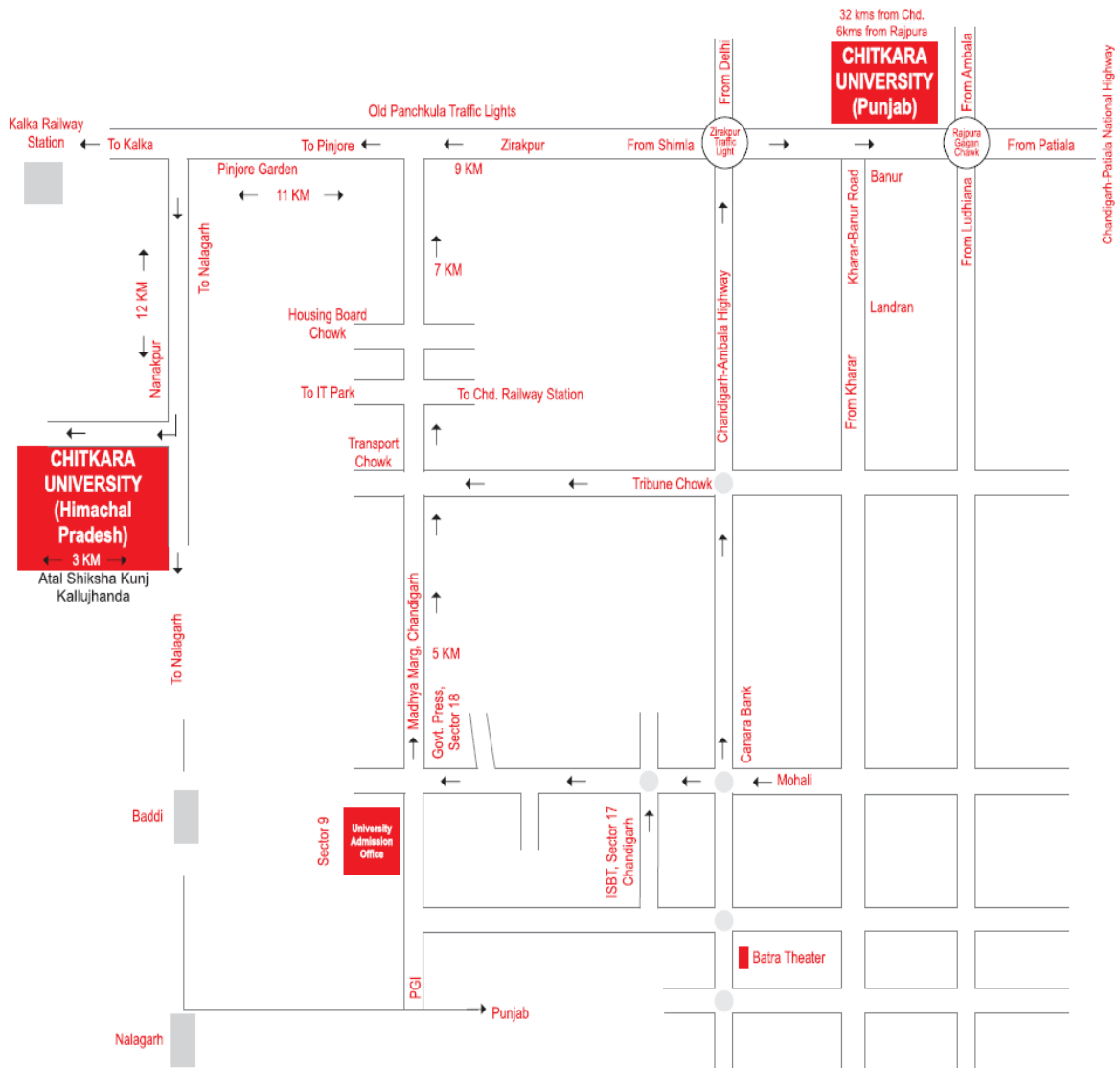
Undergraduate Programs

- 3-Year Bachelor of Business Administration (BBA)
- 3-Year Bachelor of Commerce (Hons) (B.Com)

Recognitions/Awards – Chitkara Business School

- ✚ Business Today ranks Chitkara Business School 77th among Top 100 B-Schools of India and Best Business School of Punjab, HP, J&K and Rajasthan.(July/August 2013)
- ✚ Business Today ranks Chitkara Business School 24th among all B-Schools of North India on the basis of excellent learning environment and Placements.(July/August 2013)
- ✚ Careers360 ranks Chitkara Business School 34th among Top 70 private B-Schools of India in recent B-School Survey 2013.(July/August 2013)
- ✚ Chitkara Business School is rated AAA and Best in Punjab, HP, Rajasthan and J&K by Careers360 magazine with rating of AAA. Chitkara Business School is ranked 64th among top 100 Private and Public B-Schools of India as per the survey.(July/August 2013)
- ✚ Outstanding B-School (North) & B-School with Excellent Industry Interface Award by Bloomberg | UTV, 2012
- ✚ Business School with Best Industry Interface & B-School Leadership Award during 2nd Asia's Best B-School Award held at Singapore, 2011
- ✚ Best Academic Input (Syllabus) in Finance & B-School Leadership Award for Chitkara Business School by Dewang Mehta Business School Awards – 2011
- ✚ B-School Leadership Award by Dainik Bhaskar, 2010.

Road Map to Chitkara University, Punjab Campus & Other campuses



For more information, please log on to www.chitkara.edu.in .