

**University School of Management Studies
Guru Gobind Singh Indraprastha University, Delhi**



Announces

TWO WEEKS WORKSHOP

(16th DEC 2016 – 29th DEC. 2016)

ON

RESEARCH METHODOLOGY AND DATA ANALYSIS

Venue:

GGSIU University

Sector 16-C, Dwarka, New Delhi - 110078

About the University

Guru Gobind Singh Indraprastha University, Delhi (India) is a State University set up by Govt. of Delhi, for facilitating and promoting professional education and research in the emerging areas of higher education. The University has been accredited as "A" Grade by NAAC (UGC), India.

About University School of Management Studies

The University School of Management Studies (USMS) is one of the most forward-looking and dynamic B-School of the University offering management programmes with a distinct

curriculum and teaching methodology. The MBA programmes offered by USMS have been crafted with great care keeping in view the future needs of business. They also reflect on the sensitivity expected from the upcoming managers to the changing aspirations of the community in a rapidly evolving technological environment. USMS offers MBA full time programme, MBA (Financial Markets) Programme in collaboration with National Stock Exchange. USMS also offers Two-year MBA programme for working professionals on weekend basis.

About the Workshop

GGSSIP University is organizing Two Week Workshop on “Research Methodology and Data Analysis”. The primary aim of the workshop is to provide participants with insights and tools to conduct relevant research that would aid managerial decision making and contribute to the body of knowledge in their various areas of interest. The workshop is designed in such a manner so as to impart knowledge to integrate qualitative and quantitative approaches in research and orient the young researchers to new advance techniques for rational and scientific research. The workshop will help the participants acquaint themselves with the dynamic trends of research Methodology to shape their research work in the right Direction.

Key Highlights

The key highlights of the Workshop are:

- Hands on training sessions on data handling, analyzing and deriving preliminary results.
- Sessions with varied software including MS-Excel, SPSS, AMOS etc.
- Practice session with model exercises.
- Discussion on the underlying assumptions of the statistical tools.
- Discussion on common errors in research.
- Discussion on the interpretations of results and presentation.
- Discussion on publication in impact-factor journals.

Pedagogy

The workshop will employ a holistic model in order to groom each participant in the area of research methodology and data analysis. A Combination of Expert Lectures, Hands on Training Sessions along with demonstration of the use of software via projector will be used.

Expected Audience

The workshop is for faculty members, research scholars and participants from corporate world. A maximum of 40 participants will be shortlisted for the workshop. The participants are requested to bring their laptop for the hands on sessions.

Resource Persons

The course content will be delivered from a pool of experts on the subject from reputed academic institutes i.e. IIT's, IIMs and NIT's. Apart from academies institutions, experts from industry will supplement the practical aspects of the course contents.

Participation Fees

S. No.	Category	Nominal Participation Fee (Rs.)
1.	Participants from Corporate	Rs. 5000/-
2.	Faculty Members (Foreign nationals)	Rs. 5000/-
3.	Faculty Members (Indian)	Rs. 4000/-
4.	Research Scholars	Rs. 3000/-

Fee is payable by DD in favour of '**Registrar, Guru Gobind Singh Indraprastha University**' payable at Delhi. The payment should be sent to the Conference Coordinator and should be accompanied by details of the nominee i.e. Name, Designation (if any), Institution/Organization, Mailing Address, Telephone / Mobile No. and E-mail along with the filled up enclosed Delegate Registration form latest by **30th Nov., 2016**. Confirmation of participation will be communicated by **5th December, 2016** through e-mail.

* Fee includes meals and tea/coffee in between the sessions and provision of course material.

Mailing address for sending the filled registration form (ONLY DULY SIGNED HARD COPY) and demand draft

Dr. Ashish Kumar, Dr. Deepti Prakash and Dr. Shilpa Jain

FDP - Coordinators

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Vice Chancellor, GGS Indraprastha University, Delhi (India)

PATRON

Prof.Pushplata Tripathi

Pro- Vice Chancellor, GGS Indraprastha University, Delhi (India)

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Prof. R.K.Mittal

Director Development

Guru Gobind Singh Indraprastha University

DEAN USMS

Prof.Sanjiv Mittal

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Dr. Ashish Kumar

Dr. Deepti Prakash

Dr.Shilpa Jain

University School of Management Studies, D Block, Dwarka Sector 16 C

Guru Gobind Singh Indraprastha University, Delhi-110078

Tentative Technical Schedule

Date	Session-I	Tea break	Session-II	Lunch	Session-III
Time	9.30 -11.15	11.15 – 11.30	11.30 - 1.30	1.30 – 2.00	2.00 – 4.00
16-12-2016 (Friday)	Inaugural Research – Need, Importance and Application in Management		Research Problem – Identification Hypothesis Formulation		Hypothesis Testing and Research Proposal Formulation
17-12-2016 (Saturday)	Research Design		Designing a questionnaire		Reliability and Validity
19-12-2016 (Monday)	Introduction to excel and SPSS – Data Entry Data Handling, Missing Values, Outliers, Variables Creation		Descriptive Statistics And graphs		Parametric and non- parametric test
20-12-2016 (Tuesday)	Anova (one way and two way), Ancova		Manova and Mancova		Practical Session
21-12-2016 (Wednesday)	Conjoint analysis		Discriminant analysis		Practical Session
22-12-2016 (Thursday)	Correlation and Regression		Multiple Regression		Practical Session
23-12-2016 (Friday)	Logit & Probit Regression		Multinomial and ordinal logistic regression		Practical Session
24-12-2016 (Saturday)	Panel data regression		Factor Analysis Exploratory factor analysis		Practical Session
26-12-2016 (Monday)	Confirmatory factor analysis		Introduction to Amos- measurement model		Practical Session
27-12-2016 (Tuesday)	Amos- structural model		Amos- structural model		Practical session
28-12-2016 (Wednesday)	Introduction to R		Qualitative data analysis		Practical session
29-12-2016 (Thursday)	Quantitative data analysis in R		Quantitative data analysis in R		Participant feedback and valedictory

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RESEARCH METHODOLOGY AND DATA ANALYSIS

ORGANIZED BY

UNIVERSITY SCHOOL OF MANAGEMENT STUDIES

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY

REGISTRATION FORM

NAME OF PARTICIPANT (Dr../Mr../Ms.): _____

DESIGNATION: _____

COMPANY/INSTITUTE/UNIVERSITY: _____

ADDRESS: _____

CITY: _____ STATE: _____ PIN: _____

TELEPHONE: _____ (WITH STD CODE)

MOBILE NO: _____

E-MAIL: _____

REGISTRATION FEE DETAILS

DEMAND DRAFT NO. / RECEIPT NO: _____

NAME & BRANCH OF THE BANK: _____

AMOUNT: _____

DATE:

(Signature)