

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



**in association with**

**Science and Engineering Research Board,  
Department of Science and Technology,  
Government of India, New Delhi**



**announces**

**3<sup>rd</sup> Workshop on Data Analytics**

**23<sup>rd</sup> to 28<sup>th</sup> May 2016**

**Venue:**

**GGSIIP University Campus,  
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. The University has been ranked 21<sup>st</sup> in the recent NIRF survey conducted by MHRD, Government of 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. Besides, the School offers doctoral programme in Management studies.

## **About the Workshop**

USMS, GGSIPU started its series of Workshop on Data Analytics in 2014. The objective of starting the series is to build and enhance research orientation amongst faculty members/research scholars. Thus, the focus is to improve upon the quality of research by the use of latest technology and software. Business researchers find themselves severely constrained in their research work due to lack of adequate understanding of statistical analysis and techniques. Research data often remains unanalyzed and unpublished on this account. Hence, as a business researcher building awareness, understanding and appreciation of the systematic use of statistical methods, software and analytical techniques is vital. Thus, the goal of the series of Workshop on Data Analytics is to help improve the statistical and analytical skills of business researchers.

The first two workshops were conducted in 2014 and 2015 respectively. Both the workshops received overwhelming response from researchers across the country.

This year's workshop is designed to focus on major areas research in the form of Regression analysis, Exploratory and Confirmatory Factor Analysis, Structural Equation Modelling (SEM). The workshop will be conducted through SPSS, AMOS and R.

Since the '3<sup>rd</sup> Workshop on Data Analytics' focuses on rather advanced techniques of research, it is advisable that the participants are well-equipped with the research process (with the help of statistical packages) upto Regression analysis.

The workshop is non-residential in nature. Participants shall have to arrange the accommodation on their own.

## 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 SPSS, Amos and R
- 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.

## Tentative Technical Schedule

Date	Session-I	Tea	Session-II	Lunch	Session-III	Session-IV
	<b>9:00-10:45</b>	<b>10:45-11:00</b>	<b>11:00-12:45</b>	<b>12:45-1:30</b>	<b>1:30-3:15</b>	<b>3:15-5:00</b>
<b>23-05-2016 (Monday)</b>	Welcome, Basics of Research	Tea	Regression Analysis through SPSS	Lunch	Regression Analysis through SPSS	Regression Analysis through SPSS
<b>24-05-2016 (Tuesday)</b>	ANOVA, MANOVA through SPSS	Tea	ANOVA, MANOVA through SPSS	Lunch	Exploratory Factor Analysis through SPSS	Exploratory Factor Analysis through SPSS
<b>25-05-2016 (Wednesday)</b>	Measurement Model, Validity and Reliability using Amos	Tea	Measurement Model, Validity and Reliability using Amos	Lunch	Confirmatory Factor Analysis through Amos	Confirmatory Factor Analysis through Amos
<b>26-05-2016 (Thursday)</b>	Testing Structural Model using Amos	Tea	Testing Structural Model using Amos	Lunch	Testing Structural Model using Amos	Testing Structural Model using Amos
<b>27-05-2016 (Friday)</b>	Data Analysis using R	Tea	Data Analysis using R	Lunch	Data Analysis using R	Data Analysis using R
<b>28-05-2016 (Saturday)</b>	Data Analysis using R	Tea	Data Analysis using R	Lunch	Data Analysis using R	Data Analysis using R

## 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, NIT's, Central universities and State universities. Apart from academies institutions, experts from industry will supplement the practical aspects of the course contents.

## For Whom

• Academicians • Research Scholars • Research Professionals in Industry • Ph. D. Students

The total numbers of external participants shall be restricted to 30. The participants are required to bring their laptop for the hands on sessions.

## Participation Fees

The registration fees for the workshop is **Rs 3,500/-**. All delegates are required to register for the conference as per the details. 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(s) 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 **19<sup>th</sup> May 2016**.

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

## Mailing address for sending the filled registration form and demand draft

**Dr Sanjay Dhingra and Dr Gagan Deep Sharma**

University School of Management Studies

GGS Indraprastha University

Dwarka, New Delhi -110078

Mob: +91-85274-00113

Email: [fdprmusms@gmail.com](mailto:fdprmusms@gmail.com)

Checklist for Application:

1. Duly filled-in application form
2. Demand draft of Rs 3,500/-

**3<sup>rd</sup> Workshop (23<sup>rd</sup> to 28<sup>th</sup> May 2016)**

**On**

***Data Analytics***

**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) FAX: .....**

**MOBILE NO: ..... E-MAIL: .....**

**REGISTRATION FEE DETAILS**

**DEMAND DRAFT NO. / RECEIPT NO.: .....**

**AMOUNT: .....**

**DATE:**

**(Signature)**

**(Photocopy of this form may also be used)**