

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



Announces

2nd Workshop on Data Analytics

18th to 22nd May 2015

Venue:

GGSSIP 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

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 Research data often remains unanalyzed and unpublished on this account.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 'Workshop on Data Analytics' was organized from 21st to 26th July 2014. The first workshop covered Anova, Manova, Regression analysis, Cluster analysis, Conjoint analysis, Factor analysis, PROBIT, LOGIT, Introduction to Structural Equation Modelling, Data analysis using 'R' and Qualitative analysis.

This year's workshop is designed to focus on two of the very upcoming statistical tools of research in the form of Structural Equation Modelling (SEM) and Analytical Hierarchy Process (AHP). SEM and AHP are being used extensively in the research areas throughout the world currently. The papers using these tools are currently finding place in most renowned international journals.

Since the '2nd Workshop on Data Analytics' focuses on rather advanced techniques of research in SEM and AHP, it is essential that the participants are well-equipped with the research process (with the help of statistical packages) at least 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, R, Statistica
- 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.

Tentative Technical Schedule

Date	Session-I	Tea	Session-II	Lunch	Session-III
	9.30-11.30	11.30-11.45	11.45-1.45	1:45-2:30	2.30-4.30
18-05-2015 (Monday)	Introductory and Welcome Session	Tea	Overview of Statistical Applications till Regression	Lunch	Exploratory Factor Analysis
19-05-2015 (Tuesday)	Confirmatory Factor Analysis	Tea	Structural Equation Modelling – 1	Lunch	Structural Equation Modelling – 2
20-05-2015 (Wednesday)	Structural Equation Modelling – 3	Tea	Structural Equation Modelling – 4	Lunch	Structural Equation Modelling – 5
21-05-2015 (Thursday)	Analytical Hierarchy Process – 1	Tea	Analytical Hierarchy Process – 2	Lunch	Practical Session
22-05-2015 (Friday)	Analytical Hierarchy Process – 3	Tea	Analytical Hierarchy Process – 4	Lunch	Valedictory Session

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.

For Whom

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

The total numbers of external participants shall be restricted to 25. The participants are required to bring their laptop for the hands on sessions.

Participation Fees

The registration fees for the workshop is **Rs 2,500/-**. 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 **5th May 2015**.

* 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

Checklist for Application:

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

**2nd Workshop
(18th to 22nd May 2015)**

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)