

### Resource Persons of the Programme:

**M.M.Shankar** : is a consultant from Bangalore and an expert in the area of Data analysis & use of software. He has about a decade experience in academics and 4 plus years of experience in Marketing Research & Analytics Companies.(Satyam computers, Manthan Software Services) at managerial level. He has International Research Exposure with Caterpillar-MRC, U.S.He has conducted training programmes of Data analysis through SPSS in various academic institutes of repute. So far he has trained more than 4000 persons in the said area.

**Dr. Omer B. Sayeed** : is an adjunct Professor at IMT, Hyderabad. Formerly he was associated with NITIE, Mumbai as a Professor of O.B. & Dean(R & D). He has over 35 years of work experience. He has to his credit numerous paper, casewriting & articles publications. He has taught MBA level courses & designed & coordinated Executive Development programmes. He had been guiding research scholars at P.G. & doctoral levels. He has also successfully handled Consultancy projects. His areas of Interest include behavioral sciences, human resource development & psychology.

**Dr. Bhaskar Patel :M.Tech., Ph.D.(UK),P.G.C.E.(UK)**

Is the Director & Principal of KITS, Ramtek and visiting Research Fellow at UWE, Bristol, UK. His areas of Research includes- Operations Management, Supply Chain Management, SC performance measurement & logistics, Inventory control, Production planning, mechanical measurements. He has 22 years of academic experience & also 25 national & international research publications to his credit. He has visited 16 countries across the globe and taught in three countries. He has delivered expert lectures in various training programs in NITs, IITs and IIMs in the country and internationally at Alaborg University, Copenhagen Business school, University of Bristol. He was a consultant to Oracle(UK),KPMG(UK). He is a career Counselor and academic career trainer with Engineering staff College of India. He was selected as a member "UK inward mission 2009" to represent Indian Technical Education in UK. He is a Nominated Member of Maharashtra State Technical Education Board.

**Program Fees** :- The fee of this FDP programme is Rs. 2000/- per participant. Discounted rate of Rs.1500/- per participant is allowed for two or more participants from the same institute. The fee includes study kit, lunch, refreshments. Interested participants of various management/Commerce/Social Sciences institutes can register their names along with registration fee (through D.D. in favor of 'DMS, KITS Ramtek', drawn on UCO Bank / SBI / Bank of India, payable at Ramtek) till date 05-01-12 (15.00hrs).

**Lodging & Boarding** : will be provided within the Institute campus on request with nominal charges of Rs.1000/- (twin sharing basis)

**Location:** Ramtek is well connected by rail & road. The nearest railway station/airport is Nagpur which is 45 Kms. away from the institute campus.

\*\*\*\*\* For more detail please feel free to Contact \*\*\*\*\*

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**KAVIKULGURU INSTITUTE OF TECHNOLOGY & SCIENCE(KITS)  
RAMTEK-441106, DIST. NAGPUR(M.S.)**

(Managed by Vodithala Education Society)

Announces

## FACULTY DEVELOPMENT PROGRAMME

On

## RESEARCH METHODOLOGY & SPSS FOR MANAGEMENT TEACHERS

21<sup>ST</sup> TO 25<sup>TH</sup> Jan. 2012



KITS, RAMTEK-441106, DIST.-NAGPUR(M.S.)

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**PREAMBLE:**

The world of business is moving more rapidly than ever. Critical to keeping pace is the intelligent and thoughtful use of research in managing the businesses. The most successful will undoubtedly have a broad base of education, high level of communication skills and creative approaches to the opportunities that are racing towards us. Research methodology is day by day becoming more important not only in the area of study but also in all the area of administration and management. Now on account of global competition traditional administrative and managerial practices has undergone several changes and this has made research methodology more relevant than ever before.

Research work/dissertation is compulsory in the curriculum of MBA and other management programmes in the country. There is, however, a paucity of well-trained, specialist teachers in the subject. It is necessary to develop such a faculty base in the area for increasing the effectiveness of research work. Looking at these requirements of the region, the Department of Management Studies, KITS, Ramtek has planned to organize this FDP on Research Methodology. The programme aims at exposing the participants to theoretical input on quantitative techniques, Research methodology, application of SPSS and use of latest technology/software for improving the quality of research.

**Key Objectives of the Programme:**

- a) To provide a comprehensive introduction to research methodology to enable management teachers to evolve as academicians of repute with a clear focus on applied research.
- b) To help researchers choose the right methodology for their research study.
- c) To provide exposure to the participants about using tools such as SPSS i.e. software /internet for the research work.

**Broad tracks of the Programme-**

- Scientific research-concept, model, types, difficulties
- Research methodologies & use of advanced software applications
- Research Design, Data collection & analysis techniques
- Review of literature, importance & relevance
- Hands on(SPSS) training sessions on data handling, analyzing & interpreting.
- Report Writing
- Research papers writing tips

**Programme Scedule :**

DATE	SESSION-I 10:00 am to 11:20 am	SESSION-II 11:30 am to 1:00 pm	SESSION-III 2:00 to 3:20 pm	SESSION-IV 3:30 pm to 5:00 pm
21-1-12	<b>Registration &amp; Inaugural Session-</b> Keynote Speech on Relevance & Mileage offered by Research	<b>Preparing for Research-</b> What is research, concept, research process, problem identification, writing of research problem, formulation of Research objectives/Hypothesis, structure of Research report	<b>Measurements &amp; Data Analysis:</b> Concepts & constructs, Reliability & Validity in Quantitative Research Levels of Measurements, categorical & Continuous variables, Introduction to Statistical Software, <b>Data Analysis-</b> Intro to Excel, short cut keys, Functions – logical, lookup, statistical, what if analysis	<b>Hypothesis Setting &amp; Procedures :</b> Concepts & constructs Language of Hypothesis, types  Concept of statistical Significance, Level of Significance Type- I & Type-II errors
22-1-12	<b>Data Distribution:</b> Frequency distributions-Types & Use. Use of SPSS in examining distribution pattern. How to normalize the data ?	<b>Data Examine</b> Central Tendency, Variability, Skewness, Kurtosis, graphs and plots <b>SPSS Programming</b> Structure of SPSS programme Writing Syntax, In built Syntax and User defined syntax	<b>Data Management Via SPSS:</b> Data & Time transformation, Replace missing values Identifying duplicate cases, Outliers and cases, Restructure, Weights, Select cases & Split file	<b>Data Presentation thru Tables</b> Tables, Custom & Multi Response tables, Seeing the relationship between variables Crosstabs and Chi-Square test
23-1-12	<b>Hypothesis Testing Logic &amp; Procedure :</b> Specify Statistical Hypotheses & Significance levels Sig test based on mean and frequency	<b>Inferential Statistics:</b> Simple Correlation & Linear Regression Multiple Regression. Correlation & Regression Via. SPSS Regression & Correlation through graphs How to write results of hypothesis testing	<b>Multivariate Technique - I</b> Factor Analysis, Cluster Analysis, And Binary Logistic Regression	<b>Multivariate Technique - II</b> Correspondence Analysis, Conjoint Analysis and Discriminant Analysis
24-1-12	<b>Writing Research Article &amp; Proposals-I</b> Structure of a Research Paper How to write references Use of software in writing references Issue of Plagiarism in Research What referees look into a research paper?	<b>Writing Research Article &amp; Proposals-II</b> Research funding agencies in India & Project Preparation Citation of sources, Research- Where we go wrong?, best practices in marketing research industry	<b>Research applications &amp; Data Analysis</b> -Interpreting results of data analysis. Qualitative & quantitative research approaches, Literature review process, scientific documentation & multivariate analysis	<b>Research applications &amp; Data Analysis</b> Interpreting results of data analysis. - Discussion of few Cases of - Hypothesis testing, correlation, regression, ANOVA,
25-1-12	<b>Research applications &amp; Data Analysis</b> Interpreting results of data analysis. - Discussion of few Cases of - cluster analysis, factor analysis, conjoint analysis, discriminant analysis	<b>Discussion/Question &amp; answer - on</b> Doctoral research at the individual level.	<b>Valdictory session</b>	