



THE B SCHOOL

WORKSHOP ON SPSS

DATE : August 1-3, 2008

VENUE: JANSONS SCHOOL OF BUSINESS



ABOUT THE PROGRAMME

Research is inevitable and indispensable in social sciences, natural sciences and business world. In research work, irrespective of its field the analysis of both qualitative and quantitative data is necessary. In general, mathematics is taken as the language of science and data analysis is considered as the language of research. Research Methodology is a vital area for research scholars. In the field of research, data analysis is a critical area. SPSS (Statistical Package for Social Sciences) is a powerful tool to analyse the data and draw appropriate inferences.

For research scholars, especially in social sciences, commerce and management, SPSS is an appropriate and user-friendly one. This programme aims to impart a clear-cut understanding on statistical techniques, concepts and provides hands-on training to the participants.

OBJECTIVES:

To impart knowledge on statistical concepts and create an environment for the participants to become experts in identifying the appropriate statistical tools for a given research purpose.

To provide hands-on training in the application of statistical software (SPSS) in data processing.

CONTENTS

1. Data Entry
2. Descriptive Statistics (Mean, Md, Mo, Quartiles, S.D, Skewness, Kurtosis)
3. Correlation; Regression (Simple Multiple)
4. t' test
5. ANOVA
6. Non Parametric Methods
7. Discriminant Analysis
8. Factor Analysis
9. Cluster Analysis
10. Logistic Regression
11. Conjoint Analysis

To Whom:

PG Students; Research Scholars at M.Phil and Ph.D levels and Faculty Members

RESOURCE PERSONS:

Prof. R. PALANISWAMY

Jansons School of Business
Karumathampatti Post
Coimbatore 641659

Dr. R. CHANDRASEKARAN

Professor and Head
Dept. of Statistics
Madras Christian College
Chennai - 600059

Date of the Programme: August 1-3, 2008

Methodology :

Soft-ware enabled practical training with demonstration and hands-on exercises

COURSE FEE AND OTHER DETAILS

- Duration : 3 Days
- Fees : Rs. 4,000/ participant
Rs. 3,000 (Excluding boarding and lodging)
- Book : Participants will be given a book as part of their course work on application of SPSS
- Certificate : Certificate of participation will be given by JSB.
- Mode of Payment : Demand Draft drawn in favour of Jansons School of Business payable at Coimbatore, may be sent along with the Registration Form.

Note: As we are keen to have a compact group of participants, only the first 20 candidates will be considered

FOR REGISTRATIONS CONTACT:

Prof. R. PALANISWAMY

Prof – Operations Research
Jansons School of Business
Karumathampatti Post
Coimbatore 641659
Phone No: 0421-2336161-65 Ext.620
E-mail: sreepalaniswamy@yahoo.co.in
Mobile No: 9994810503

RESOURCE PERSONS

Prof. R. PALANISWAMY, M.B.A., M.Sc., M.Phil, (Professor - Operations Research) has over 31 years of teaching experience. He has produced 15 scholars at M.Phil level. He has conducted several SPSS training programmes for research scholars, faculty members and industrial persons. He handles Quantitative Techniques & Research Methodology. His area of interest is Acceptance Sampling. He has presented papers in the National and International conferences. He has publications in refereed journals. He has attended the Question Bank Seminar, Workshop on Generation and Validation of MCQs for On-line Testing and Workshop on Progressive Initiatives of Autonomous Colleges towards Excellence in Global Education.

Dr. R. CHANDRASEKARAN has over 32 years of teaching experience. He has produced one Ph.D Scholar and 13 M.Phil Scholars. His area of specialization is statistical pattern recognition and Neural Networks. He has publications in reputed international and national journals.

He has designed and conducted several Seminars, Conferences and especially training programs in Statistical techniques for research scholars and marketing research executives.