



**Two day Workshop on “Using SPSS for Data Analysis”
18th &19th July, 2015, IBS, Gurgaon**

About IBS Gurgaon

IBS Gurgaon, located in the fast growing corporate city of Gurgaon, has the vision of creating a new cadre of management professionals. IBS-Gurgaon offers two-year Post Graduate Programme in Management to prepare the students and equip them for successful corporate careers. Case-based learning is unique to IBS. IBS Gurgaon has been consistently ranked amongst the top few business schools in India. IBS campuses are located at Hyderabad, Ahmadabad, Bangalore, Gurgaon, Kolkata, Mumbai, Pune, Dehradun and Jaipur.

About the Workshop

Business researchers often find themselves severely constrained when it comes to data analysis due to lack of adequate understanding of Statistical Techniques & Software package like SPSS. Therefore, business researcher’s awareness, understanding and appreciation of the systematic use of statistical methods, software and analytical techniques are vital. In this background, this workshop is being organized to help Business Researchers, Practitioners, Consultants and Faculty to overcome this constraint and acquaint them with the statistical analysis of data using SPSS.

Specific Objective of Workshop

- To build and enhance business research techniques orientation among Management Students, Research Scholars & Management Trainees.
- To develop competence in the application of SPSS software for data analysis.
- To enhance the quantitative analytical skills and derive value from data for decision making.

For Whom

- Academicians, Business Practitioners, Research Scholars & Management Students

The total numbers of participants shall be limited to 40. The participants are required to bring their laptop for the hands-on learning practice sessions.

Registration

Registration Fees: Corporate/Faculty:	Rs. 3000
PhD Scholar:	Rs. 2000
Student	Rs .1000

The Registration fees should be paid through Demand draft drawn in favour of “**Icfai Business School Gurgaon**” Payable at Gurgaon or through cash in advance. Please write your name on the back of the demand draft. **The DD accompanied by duly filled in Registration form should be sent at the contact address mentioned below latest by *July 14th, 2015*.**

Certificate of participation will be given. Lunch, Tea and Snacks will be served. However, No TA/DA will be paid. The outstation participants are advised to make their own travel and local accommodation arrangements.

Patron: Prof. S. C Sharma, Director IBS Gurgaon

Contact Address

Dr. Sombala Ningthoujam

MDP Coordinator, IBS-Gurgaon,

IDPL Complex, Old Delhi-Gurgaon Road, Dundaheera, Gurgaon – 122016

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Resource Persons

1. Dr. Anubhav A. Mishra, Faculty Member, IBS-Gurgaon (Research Publication – 9 International including *International Review of Retail, Distribution and Consumer Research, Journal of Consumer Marketing, Journal of Global Marketing, International Journal of Politics, Culture, and Society* & 5 National).
2. Dr. Sombala Ningthoujam, Faculty Member, IBS-Gurgaon (Research Publication- 16 & 2 books).
3. Dr. Vikas Gautam, Faculty Member, IBS-Gurgaon (Research Publication – 23 International including *Tourism Management, Journal of Relationship Marketing, Journal of Global Marketing, International Review of Management and Marketing* & 2 National including *Indian Journal of Marketing*).

PROGRAM DETAILS

Day	Session	Time	Topic
1		9.00 am – 9.30 am	Registration
	I	9.30 am – 10.30 am	Basics of Business Research Techniques, Introduction to SPSS & Measurement Scales
	II	10.30 am – 11.30 am	Handling Data in SPSS, Data Entry, Data Editing and Data Transformation, Data Computation
		11.30 am - 11.45 am	Tea Break
	III	11.45 am – 12.45 pm	Data Cleaning and Data Diagnostics, Missing Value Analysis, Normality, Identification of Outliers in SPSS
		12.45 pm – 1.45 pm	Lunch Break
	IV	1.45 pm – 2.45 pm	Reliability of Questionnaire, Introduction to Univariate, Bivariate & Multivariate Statistical techniques, Descriptive Statistics
	V	2.45 pm – 3.45 pm	Formation & Testing of Hypothesis, Cross Tabulation, <i>t</i> -test, Chi-Square Test using SPSS
		3.45 pm – 4.00 pm	Tea Break
	VI	4:00 pm to 5:00 pm	ANOVA using SPSS
2	I	9.00 am – 10.00 am	Exploratory Factor Analysis using SPSS
	II	10.00 am – 11.00 am	Regression Analysis using SPSS
		11.00 am – 11.15 am	Tea Break
	III	11.15 am – 12.15 pm	Logistic Regression Analysis using SPSS
	IV	12.15 pm – 1.15 pm	Cluster Analysis using SPSS
		1.15 pm – 2.00 pm	Lunch Break
	V	2:00 pm – 3:00 pm	Discriminant Analysis using SPSS
	VI	3.00 pm – 4.00 pm	Revision, Doubt Clearance & One to One Interaction
		4:00 pm – 4:15 pm	Tea Break
		4:15 pm – 4:45 pm	Valedictory and certificate distribution