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Department of Corporate Secretaryship

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Head - Department of Management Studies
Ms. P.Niranjana, M.Com, M.B.A., M.Phil.,
Assistant Professor,
Department of Management Studies

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SRI KANYAKA PARAMESWARI DEVASTHANAM & CHARITIES
Chennai - 600001.

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Sri. GUGGILAM RAMESH
Member-in-Charge of College & Hony. Correspondent

ADDRESS FOR CORRESPONDENCE

Dr. M.V. NAPPINNAI

Convener- Faculty Development Program
Sri Kanyaka Parameswari Arts & Science College for Women
No.1, Audappa Street, Chennai-600001, Tamil Nadu, India.
Mobile: 9962165365



SRI KANYAKA PARAMESWARI
ARTS & SCIENCE COLLEGE FOR WOMEN

(Under the Management of SKPD & Charities)

Affiliated to University of Madras

www.skpc.edu.in

NATIONAL LEVEL FACULTY DEVELOPMENT PROGRAMME
ON
APPLICATION OF STATISTICAL TECHNIQUES IN SOCIAL SCIENCE RESEARCH

2nd AUGUST 2018



Jointly Organized
By
DEPARTMENTS OF
MANAGEMENT STUDIES
&
CORPORATE SECRETARYSHIP



About the College

Sri Kanyaka Parameswari Arts & Science College for Women, under the management of Sri Kanyaka Parameswari Devasthanam and Charities incepted in the year 1999 with the motto of PERSEVERANCE, PERFORMANCE and PROGRESS. The institution has 19 successful years of experience in the field of education. The institution offers 10 UG, 4 PG, M.Phil and Part time PhD - Commerce in Shift - I and 5 UG courses in Shift - II. The aim of the College is to impart quality education. The institution has stepped into a Bi-decennial year with a focus on GO GREEN.

About The Department

Department of Management Studies

The Department of Management Studies offers BBA since 1999 and MA (HRM) since 2005. The department concentrates on the best features of management education to equip the students to face the challenges of unpredictable business environment. The Department has secured 74th place in All India Ranking of Top BBA Institutes.

Department of Corporate Secretaryship

The Department of Corporate Secretaryship was incepted in the year 2000 with the primary objective of providing a good platform to the upcoming generation to expose their innate talent through the motto 'Action, Achievement and Approbation'. The department instills secretarial skills and provides thorough knowledge and Practical exposure which turns out the student to be a competent, versatile professionals and good corporate leaders.

The Departments have been providing Qualitative Education in Commerce and Management Streams.

About Workshop

This FDP aims to provide opportunities to faculty members to enhance their knowledge on Research Methods. The statistical analysis is required for a meaningful interpretation of available data. Statistical analysis for non-statisticians is a phenomenal task. Hence keeping it all in mind this workshop is designed to simplify the process of analyzing available data with appropriate statistical tools and software package 'SPSS'. This workshop will provide simple and exhaustive ways of data analysis through interactive and practical session.

Objective

- To provide the platform for discussion on the statistical requirements of research
- To train and inculcate the skills for Data Analysis using SPSS

Topics to be covered:

- Research Methodology
- Descriptive Statistics
- Multivariate Analysis (Factor, Cluster, Discriminant and Multi Dimensional Scaling)

CHIEF RESOURCE PERSON



Dr. R. Shanthi is presently Assistant Professor, Department of Commerce, University of Madras, Chennai. She has over 20 years of teaching and research experience in the realm of marketing and banking. She has published papers in Peer Reviewed Journals, News papers and Edited Books. She has authored a book on Customer Relationship Management and organised three International Conferences and four at the National level. She has conducted training for corporate and acting as a Convener, FICCI Retail Panel. She has actively engaged in consultancy services on customer satisfaction and brand equity. She has undertaken UGC-Major Research projects. She was acted as a doctoral committee member for various Universities and Colleges. She is in the examination board for affiliated colleges and universities and a recipient of Award for "Meritorious Services, Outstanding Performance and Remarkable Role" rendered in the Academic field.

PARTICIPANTS

Since limited seats are available the registration will be based on first-cum-first serve basis. Participants are requested to register through mail skpcssfdp2018@gmail.com. The maximum intake for the FDP shall be 50.

REGISTRATION FEE

- EARLY BIRD OFFER: INR 1500/- per participant (inclusive of kit, certificate and lunch) till July 16, 2018.
- The Participants who are registering after July 16, 2018 Registration Fee will be INR 2000.

The Participants are requested to send registration form along with the fee in the form of NEFT/DD. DD drawn in favour of "M/s. SRI KANYAKA PARAMESWARI ARTS AND SCIENCE COLLEGE FOR WOMEN" payable @ Chennai.

NEFT:
M/s. SRI KANYAKA PARAMESWARI ARTS AND SCIENCE COLLEGE FOR WOMEN
BANK: KARUR VYSYA BANK LTD., BRANCH: CHENNAI MAIN
SAVINGS A/c: 315315500068533
IFSC: KVBL0001153

Time	Program Schedule
09.00 - 09.30 a.m	Inauguration
09.30 - 10.30 a.m	Foundation to Research (Identification of Appropriate Research Problem, Meta Analysis Technique, Identification of variable, Research Design)
10.30 - 11.15 a.m	Preparation of Data for Analysis
11.15 - 11.30 a.m	Tea Break
11.30 - 12.00 p.m	Application of Descriptive Statistical Analysis (Descriptive statistics and Preparation of Charts)
12.00 - 01.00 p.m	Application of Univariate Analysis (t-test, Anova, Chi - square Analysis)
01.00 - 02.00 p.m	Lunch Break
02.00 - 03.15 p.m	Application of Multivariate Analysis (Regression, Reliability test, Factor Analysis)
03.15 - 03.30 p.m	Tea Break
03.30 - 05.00 p.m	Cluster and Discriminant Analysis
05.00 - 05.30 p.m	Valedictory