



APEEJAY SCHOOL OF MANAGEMENT

Faculty Development Programmes

On

Research Methods & Statistical Analysis

May 2, 2008

&

Hands on Workshop

On Data Analysis using SPSS

May 3, 2008

Programme Co-ordinators

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A One-Day Faculty Development Programme on Research Methods & Statistical Analysis May 2, 2008

A sound conceptual understanding of various research methods, tools and techniques is an essential prerequisite in conducting empirical research in Management. This one-day Faculty Development Programme will help the participants in developing research instruments and interpreting statistical data.

Programme Coverage

Introduction to Research Methods
Scaling Techniques & Hypothesis Development
Insights into Basic Statistical Analysis
Interpreting Correlation & Regression Analysis

Pedagogy

The pedagogy shall be a mix of interactive lectures, case studies, and simulated exercises.

Resource Persons

Prof. B. S. Nagi

Former Director (Research), Center for Social Development, Delhi

Prof. Alok Saklani

Director, Apeejay School of Management (Former Dean, Comm & Mgmt Department HNBBG University)

Prof. Garima Mittal

Faculty, Quantitative Techniques, Apeejay School of Management

Hands-on Workshop on Data Analysis Using SPSS

May 3, 2008

Data Analysis Skills are crucial for researchers. A management faculty is expected to be strong in it not only for his/her own research but also for guiding the projects of the future executives. A large variety of methods and techniques are available for data analysis. But such tools and techniques are both complex and confusing for the uninitiated.

The problem is further compounded when it comes to doing all this on Statistical Software. The workshop will give you hands on training on SPSS, such that, at the end of it, you may not only become familiar with the tool but also gain reasonable expertise in using it.

Programme Coverage

Data Entry & Descriptive Analyses

Hypotheses Testing

Correlation & Regression Analysis using SPSS

Pedagogy

The workshop will be skill oriented and would emphasize hands on data analysis using SPSS. Case studies and exercises will be used to supplement learning.

Resource Persons

Prof. C.P.Gupta

Chairman, National Management Programme, MDI, Gurgaon.

Prof. Alok Saklani

Director, Apeejay School of Management (Former Dean, Comm & Mgmt. Department HNBG University)

Prof. S. A. Juyal

Faculty, Business Research Methods, Apeejay School of Management.

Programme Fee:

Day 1 Only

Rs. 1000 per
Participant

Day 2 Only

Rs. 1000 per
Participant

Both Day 1 & Day 2

Rs. 1500 per
Participant

* The fee covers tuition, course materials, working lunch and tea/ coffee during the programme.

Registration & Mode of Payment

The complete nomination forms along with a crossed demand draft in favor of "Apeejay School of Management", payable at New Delhi, latest by 23 April 2008 may be sent to :

Ms. Chhaya Wadhwa

FDP Coordinator

Apeejay School Of Management

Sector 8, Institutional Area, Dwarka, New Delhi - 110075

Email: fdp.asm@gmail.com

Mobile # 9911494112

About ASM

In its endeavor to set up a truly international level centre of excellence in Management and Information Technology, the Apeejay Education Society established the Apeejay School of Management (ASM) in 1993. ASM, which is an A+ ranked institute, strives to develop competent and relevant manpower for the twenty first century needs of trade, business, and industry.

The School supports various programmes for imparting required knowledge of individual students, practically relevant skills and right values, all acting in union as a vehicle for growth at the national and international level, thereby making it a "student driven" institution of higher learning.

Apeejay School of Management Faculty Development Programme Nomination Form

Name: _____

Designation: _____

Institutional Address: _____

Mobile No.: _____ Email : _____

Please Tick the Programme to be attended:

1. One-Day FDP on Research Methods & Statistical Analysis, 2 May 2008. Fee Rs. 1000/-
2. One-Day FDP on Hands-on Workshop on Data Analysis Using SPSS, 3 May 2008. Fee Rs. 1000/-
3. Both the Programmes, Day 1 & Day2. Fee Rs. 1500/-

Particulars of Remittance

Draft No.: _____ Dated: _____

For Rs. : _____ Drawn on: _____

Signature of the Participant

Last date for Registration is 23 April 2008.