



SAMBHRAM

SCHOOL OF MANAGEMENT
SAMBHRAM ACADEMY OF MANAGEMENT STUDIES



AICTE Sponsored
WORKSHOP
on

**“Data Analytics for Research in
Social Sciences”**

June 04 - 06, 2015

Program Coordinator
Dr. K C Mishra

School of Management
Sambhram Academy of Management Studies,
M S Palya, Via Jalahalli, Bangalore - 560097
website: www.sambhram.org/workshop2015.html

SAMBHRAM GROUP OF INSTITUTIONS

The Sambhram Group of Institutions (SGI) was established by the team of experts in 1991 who are a perfect blend from industry and academics. The team led by founder Chairman Sri R Venkatesh, consists of eminent educationists, distinguished personalities and philanthropists with a global perspective. They have laid a solid foundation and nurturing it to grow phenomenally. With commendable dedication, determination, optimistic and indomitable courage the Managing Committee members have pledged to shape the Group to a gigantic position in the near future. The Institutions under Sambhram Group include:

- Sambhram Academy of Management Studies
- Sambhram Institute of Technology
- Sambhram Institute of Medical Sciences and Research
- Sambhram Pre-University College
- Sambhram College of Dental Sciences and Hospital
- Sambhram College of Hotel Management
- Sambhram College of Nursing
- Sambhram Institute of Nursing
- Sambhram Degree College
- Sambhram Junior College
- Sambhram Public School

SCHOOL OF MANAGEMENT

School of Management, the Post Graduate Management wing of Sambhram Group of Institutions runs MBA Program of Bangalore University since 1999 attached to Sambhram Academy of Management Studies (SAMS) accredited by NAAC. The School has been rated as one of the best B-Schools in South India by Dalal Street B-Schools Survey, A+ by Business India B-School Survey and ranked in the top 100 B-Schools (#114) category by The Week-Hansa B-School Survey, 2014.

The MBA Program is the most sought after making it highly preferential by the potential employers and it is the best offering from Sambhram Group of Institutions to the aspiring youth to step into the discerning management academics that is in tune with the changing world. The School is a member of AMDISA, IAO and APQN-The global Forums. Also, it has collaboration with Kenyatta University, Nairobi; Geneva Business School, Switzerland; South West College, University of Ulster and State University of New York-Binghamton, New York, USA.

ABOUT THE WORKSHOP

Data analytics is the crux of any research. The ability to crunch, understand and interpret the outcome of a statistical test lies with the researcher. Research in social sciences has gained utmost importance in the last two decades. It is imperative to understand for the researchers and the academicians the real meaning of research to create space for the advancement in the data analytics framework and have rigor in their methodology.

The greatest lacunae among the researchers is that they fail to understand the appropriate technique for their research problem and come out with unrealistic results that may mar even the basic objective of the work that has been undertaken. This workshop is an attempt to foster better research in the various domains of social sciences and create a platform for the participants to equip in a comprehensive manner the statistical techniques and their relevance in research works.

The objective of the workshop is to facilitate research work in social sciences clearly focused on practical studies and equip the researchers with relevant statistical techniques to carry out an empirical research works. The workshop will be skill-oriented and would emphasize more on hands on data analysis using SPSS.

PARTICIPANTS

The workshop is primarily meant for research scholars and faculty members who wish to expand and enrich their understanding of data analytics and its varied applications in social sciences research. Even the present MBA students who may develop interest in research at a future date may also join this workshop.

CONTENTS

This workshop will cover the following topics:

- Overview of SPSS
- Data Management
- Descriptive Analysis
- Chi-Square test and its Applications
- Correlation Matrix and Partial Correlation - Explaining Relationships
- Regression Analysis and Multiple Correlations - For Estimating a Measurable Phenomenon
- Hypotheses testing for decision making
- Analysis of Variance and Covariance
- Cluster Analysis
- Factor Analysis
- Discriminant Analysis
- Logistic Regression
- Multiple Discriminant Analysis
- Neural networks
- Structural Equation Modeling

REGISTRATION FEE

Academicians/ Corporate Researchers : Rs. 2,500
PG students : Rs. 1,000

The registration fees include conference kit along with the tea/ lunch/refreshments and participation certificate. The organizer is not responsible for participant(s) stay arrangement at Bangalore.

Registration fee should be submitted in the form of Demand Draft/Bankers cheque drawn in favour of "Sambhram Academy of Management Studies" payable at Bangalore along with the attached registration form.

Online bank transfer (NEFT) or cash deposit in any CBS Branch of State Bank of India may be done using the details mentioned below:

Account holder name : Sambhram Academy of Management Studies
Bank name and branch : State Bank of India, Jalahalli
Account number : 10838595194
Type of account : Current Account
IFSC code : SBIN0000963
MICR code : 560002024

VENUE

School of Management, Sambhram Academy of Management Studies,
M.S. Palya, Via Jalahalli East, Bangalore – 560097

WORKSHOP TIMINGS

Day 1: Registration 9 am to 10.30 am
Workshop 10.30 am till 5 pm
Day 2: 10 am to 5 pm
Day 3: 10 am till 1.30 pm followed by lunch

ORGANIZING COMMITTEE

Patrons-In-Chief

Mr. R Venkatesh, Chairman, Sambhram Group of Institutions
Mr. Shankarlinge Gowda, IAS (Retd.), Advisor, Sambhram Group of Institutions

Patrons

Mr. V. Nagaraj, Vice Chairman, Sambhram Group of Institutions
Mr. B N Nagaraj, IPS (Retd), CEO, Sambhram Group of Institutions
Mr. B. M. Rao, Director (E), Sambhram Group of Institutions
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