

**Central University of Jharkhand
Centre for Business Administration**

MDP on Research Methodology

Date: 11th February 2013 to 17th February 2013

Last Date of Application: 6th February 2013

For Whom:

- Young teachers and scholars, either doing or planning to do research in the area of management and related fields
- Teachers offering courses in research methodology or marketing research who would like to introduce the advanced data analysis methods to their students

Aim:

The aim of the workshop is to equip the participants with the concepts, tools and techniques for carrying out management research.

Objective:

By the end of the workshop the participants will be able to:

- a) Design the research study and collect data for management research.
- b) Use various multivariate analysis techniques for their research purpose
- c) Analyse and interpret data using statistical software

Course Content:

Introduction to the course, Design of data collection forms/research instruments and methods of assessing the reliability and validity ; Issues of scaling, editing, coding and tabulating data using SPSS software; Descriptive statistics, use of charts and diagrams, Hypothesis Testing procedures; Application & usage of Parametric and non-parametric test; Factor analysis and its application; Multivariate analysis, conjoint analysis, Correlation & Regression; Structural Equation Model & Post- Hoc analysis .

***Focus will be on understanding the basic concept, its application area and practical exercise using statistical software like SPSS, LISEREL etc.**

Pedagogy:

The workshop will be skill oriented and would emphasize hands on data analysis using statistical software. Cases and exercises will be used to supplement learning.

Training Requirement:

- Participants should carry their own laptops (SPSS loaded, preferably)
- Ability to operate computer- Windows and MS Office Package
- Self-Motivation to learn through action learning and practice

Group Size: 15-18

Venue:

The program is a non – residential program to be held at the City Centre Kanke Road, Central University of Jharkhand.

Fees:

Payment can be made through a DD of Rs. 5,500/- in the name of the Registrar, Central University of Jharkhand, latest by 6th February 2013, as seats are limited.

For any further clarifications contact the undersigned:

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REGISTRATION FORM - MDP on Research Methodology
(11th -17th February 2013)

Name:	
Educational Qualification	
PhD (Completed/Pursuing)	
Whether Working	
Name of the Company	
Designation	
DD Number	
Date and Bank issuing DD	
Experience (in Years)	