

# **Faculty Development Programme on Research**

## **Design & statistical analysis using SPSS**

**Venue:** 7<sup>th</sup> Floor, Department of Management Studies, DSCE

**Date:** 28-29<sup>th</sup> Nov 2016.

The two-day FDP on Research Design and Statistical Analysis was conducted successfully using the latest version of SPSS (statistical package for social sciences) with 35 participants from 20 colleges. The sessions were mainly dealt in a more practical manner with participants being made aware on all the statistical tools of research methodology required and applied mainly in conducting PhD Research.

### **REGISTRATIONS AND ABOUT THE PARTICIPANTS**

The FDP started on time, with participants registering for the FDP by around 9.00 to 9.30 am. As noted above, around 35 participants from various institutions registered for the FDP, with majority of the participants being Research Scholars who were either in their initial process of research data collection or were in the Data Analysis stage of their PhD research. There was a participant with a Doctorate who participated in the programme too. Thus, the FDP started on a healthy note with most of the participants eager to learn practical part of the research methodology which would be useful in their research activities.



## **ABOUT THE FDP**

We know that, research plays an important role in development of the society by increasing the quantum of knowledge and solving crucial problems. The traditional emphasis was on Practical knowledge and knowledge enhancement. The FDP was mainly conducted to introduce the topics of research methodology in a more practical manner to the participants using SPSS and Excel. Thus, FDP was conducted to ensure that, research scholars would be able to streamline their research process in a more practical manner.

## **OBJECTIVES OF THE FDP**

1. To enable the researchers in terms of clarity about the way in which the literature review is to be carried out.
2. To enable the researchers to apply relevant statistical tools and bring out the rigor in research
3. To provide exposure to use the statistical software's for data analysis and modelling.

## **COURSE CONTENT**

1. BASICS OF RESEARCH AND STATISTICS
2. REVIEW OF LITERATURE
3. TYPE OF DATA AND MEASUREMENT SCALES
4. TESTING OF HYPOTHESIS
5. INTRODUCTION TO SPSS
6. BIVARIATE ANALYSIS
7. MULTI-VARIATE ANALYSIS
8. Q&A SESSION ON RESEARCH /THESIS POINT OF VIEW

## **INAUGURATION:**

Soon after the registrations, the programme started on a healthy note, with the inauguration ceremony starting in the gracious presence of Dr. A. Sreenivasan, Director-PG studies, DSCE, Dr. Ramakrishna, Vice-Principal, DSCE, and Dr. K.G.Hemalatha, Head of the Department, MBA-VTU. The anchoring for the session was done by Ms. Shwetha.A.N, First year MBA student. The invocation song for the programme was sung by Ms.Sushmitha, First year MBA student. The programme was wished for success and all the dignitaries welcomed all the guests for their participation in the event. The vote of thanks towards the end of the inaugural session was done by Ms. Namratha, First year student. Thus, the inaugural session ended at around 10.30 am after which High-tea was arranged for the participants.



## **DETAILS ABOUT THE SESSIONS AND THE INSTRUCTORS**

The sessions for the entire faculty development programme were spread across two days, during which sessions were conducted by different faculty members in the field of practical research. There were totally three sessions conducted by three faculties during the programme. The details of the sessions are as follows:

### **DAY 1**

#### **Session -1**

**FACULTY INSTRUCTOR:** Dr. K.G.Hemalatha, HOD, Department of Management studies,DSCE  
**TIMINGS:** 10.45-12.30



The session was conducted to give a glimpse of research in the field of management and the various methods often used and mistaken in research. The session gave an overview of all theoretical statistical techniques which should be used depending upon the levels of measurement in research and PhD theses.

## **DAY 1**

### **Session -2**

**FACULTY INSTRUCTOR:** Dr. Deepak.R, Associate Professor, Department of Management Studies, DSCE

**TIMINGS:** 2.00-5.00



The session was conducted to give an overview of usage and importance of SPSS in the research activities of the participants. The session started with an overview to importance of literature review, framing variables and variable construct. The sessions went on to discuss on the various parameters in framing the research questionnaire and how to test the questionnaire in pre-testing and pilot testing studies. The participants were introduced to the concepts of reliability and validity. After this, the respondents were introduced to SPSS software, coding, re-coding, transforming, frequencies, descriptives, and cross-tabulations

## **DAY 2**

### **Session -1**

**FACULTY INSTRUCTOR:** Dr. Deepak.R, Associate Professor, Department of Management Studies, DSCE

**TIMINGS:** 9.00 a.m-1.00 pm



After the introductory sessions in the previous day, the sessions concentrated on giving an complete overview of parametric and non-parametric test in Hypothesis testing. In parametric tests, Univariate analysis (one sample t-test), Bi-variate analysis (Two sample independent test, paired sample t-tests) and Multivariate analysis(Cross-tabulations, Chi-square, Anova, Reliability analysis, Correlations etc.) were dealt in detail using CASE Study analysis method (case which was developed by DSCE faculty members). An overview of the google survey was also given towards the end.

## **DAY 2**

### **Session -2**

**FACULTY INSTRUCTOR:** Dr. Krishna Kishore, Assistant Professor, Department of Management studies, DSCE

**TIMINGS:** 2-30 to 4.00



The session was conducted to give an overview of multivariate analysis techniques. The session provided an overview of regression analysis and how to interpret the parameters obtained in the study. The study later discussed on Factor analysis, and how to consider the factors responsible using scree plot, Eigen values using varimax rotations.

### **VALEDICTORY SESSION:**

The valedictory sessions were presided by Dr. Ramakrishna, Vice-Principal, DSCE and Dr. K G Hemalatha, MBA-HOD, DSCE. The certificate distributions were done for all the participants by the Dr. Ramakrishna, Vice-Principal, DSCE. After the certificate distribution ceremony, feedback of the respondents was taken. The Faculty Development programme came to an end with feedback forms allocated to the respondents were received.

