



Savitribai Phule Shikshan Prasarak Mandal's
SKN Sinhgad Business School (MBA)
Korti, Pandharpur

FACULTY DEVELOPMENT PROGRAMME
on "Research Methodology and SPSS"

1st - 2nd DECEMBER 2012

SKN Sinhgad Business School (MBA),

SPSPM's SKN Sinhgad Business School (MBA)-(SKNSBS) is established in the year 2010 with the mission with the vision of being the leading management institution by setting the standards for the education of MBA students and promoting the excellence through academic and co-curricular activities.

SKNSBS is approved by AICTE, New Delhi, Maharashtra State Govt. and affiliated to Solapur University, Solapur and running 2 years full time Masters in Business Administration (MBA) programme.

The institute is housed in a sprawling campus of 25 acres with ultramodern facilities, concrete roads all through, flourishing green environment, playground, and gymkhana. It is also equipped with modern facilities such as syndicate room, conference hall, computer centre, audio and video facilities and a central library with latest books, national and international refereed journals. Within two years of small time span Institute have hosted different activities like FDP by Dale Carnegie, National Conference- ICON'2012, Intercollegiate Competition- Awartan' 2012, Sinhgad Consumer Fair- 2011 and many more. The faculties of the institute are in continuous strive for New Knowledge and research

About the Faculty Development Programme :

Management is all about taking appropriate decision and dealing with the consequences of such decisions. People in management do research with different motives and objectives. Research is a perfect mixture of art and science. Now-a-days, Computers and ICT also assist Management Research in variety of way. The programme aims to provide valuable inputs to the researchers and who are at the facets of research in order to plan and conduct their right from selecting the research topic up to making research report.

Objectives :

- To enable the participants to understand what is research and how to initiate it.
- To sensitize researchers about research problem, design and methodology.
- To understand the implementation of standard statistical procedures using SPSS

Target Group:

1. Academicians.
2. Research scholars.
3. Other professionals who have engaged in research

Contents for FDP

1. Research Philosophy , Research Question and Role of Theory
2. Research Methodology and types of research
3. Scale of measurement
4. Hypothesis formulation and appropriate statistical techniques
5. Data Collection Method: Sampling and Questionnaire Design, Instruments' Reliability and validity
6. Data Analysis Using SPSS: Univariate – Descriptive statistics Bivariate - T test, Anova, Z test, chi square and Correlation Multivariate - Multiple Linear Regression, Factor Analysis and Cluster.
7. Reporting – Graphs and Tables & various templates for thesis

Pedagogy:

The Programme will be carried out using classroom, interactive sessions, Practical training of SPSS in Lab.

Resource Person Profile (M. Shankaran) :

- In 1999, secured first class in MBA (Marketing) from University of Madras, India.
- Total Work Experience : 13 Years (9+2+2) (Academics +Industry + Consultancy)
- In 2008, International Research Experience with Caterpillar-MRC, Peoria, U.S.
- In 2004-05,? undergone four months residential Faculty Development Program at IIM-A, India
- Core experience research areas like Marketing Research and Management Research
- Trained more than 7000 Participants since 2006 Pan India
- Published six articles in National Journals
- In terms of software, he trains the participants in SPSS statistics, AMOS, Systat and SAS

Registration & Fees

Registration fees include admission to all technical sessions, programme material, high tea, lunch and accomodation in campus hostel.

Fees for

Every particalipant has to register the programme by paying registration fees of **Rs. 1000** per participants.

Fees can be submitted through DD in favour of 'SKN Sinhgad Business School ', Payable at Pandharpur. DD / cash may be submitted at the time of registration.

TIME : 9.15 AM to 6.00 PM

VENUE : SKN Sinhgad Business School, Korti, Pandharpur. (Maharashtra)

Dr. Archana A. Ghatule

Director
SKN Sinhgad Business School (MBA),
Korti,Pandharpur

Prof. Imtiyaz Sayyad

Programme Coordinator
SKN Sinhgad Business School (MBA),
Korti,Pandharpur

For more details and any query please contact

Programme Coordinator – **Prof. Imtiyaz Sayyad** (9049304896),

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Visit us: www.sknsbs.org, www.spspm.org,



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APPLICATION FORM
for

FACULTY DEVELOPMENT PROGRAMME

ON

RESEARCH METHODOLOGY & SPSS

1st & 2nd December, 2012

Name: _____

Designation: _____

Organization Name & Address:

Telephone _____ **Mobile** _____

Email: _____ **Fax** _____

Accommodation needed: ☐ Yes ☐ No

DD No: _____ **for Rs. (Accumulated)** _____

Drawn on (Bank): _____

Signature

Date: _____

(Registration Fee: As Stated in the Programme Brochure)