

WHO CAN PARTICIPATE?

This programme is designed for Academicians and Researchers in management and social sciences looking at developing their skill in data analysis. It would benefit those who teach courses like research methods, marketing research and advanced data analysis methods.

PEDAGOGY

The FDP would be skill oriented and would emphasize on data analysis using SPSS/AMOS/R/Minitab. It would be a combination of Lectures, Presentations, Case Studies and hands on Software demonstration.

REGISTRATION FEE

Industry Delegates : Rs. 3000
Faculty Members : Rs. 1500
Research Scholars (Full time) : Rs. 700

Payment can be made through a Demand Draft drawn in favor of "Principal, Kristu Jayanti College", payable at Bangalore.

The Registration Fee includes Workshop Kit, Lunch and Refreshment

Accommodation can be arranged in on Prior Request. Kindly contact the FDP coordinators for further Accommodation details.

Organizing Committee

Patron

Rev. Fr. Josekutty P. D., CMI

Principal

Advisors

Rev. Fr. Augustine George CMI

Vice Principal

Rev. Fr. Lijo P Thomas, CMI

Financial Administrator &

Head, Dept. of Computer Science

Rev. Fr. Som Zacharia, CMI

Director, Library & Development

Rev. Fr. Emmanuel, CMI

Faculty, Dept. of Psychology

Programme Chair

Dr. Aloysius Edward J.

Dean, Faculty of Commerce & Management

Programme Co-chair

Dr. Vijaya Baskaran

Head, School of Management

FDP Coordinators

Dr. J. Ashokkumar

Dr. G. Bala Sendhil Kumar



Kristu Jayanti College

AUTONOMOUS

Bengaluru

Reaccredited 'A' Grade by NAAC | An Institution Managed by CMI Fathers

School of Management (MBA & PGDM)

Faculty Development Programme (FDP) on

MULTIVARIATE DATA ANALYSIS FOR ADVANCED MANAGEMENT RESEARCH

November 29 & 30, 2017

How to reach Kristu Jayanti College, Bengaluru

From Majestic BMTB Bus Stand – Platform 19 : Bus Route – 292B, 292C

From K.R. Market : Bus Route – 292, 292D, 293C

From Vasanth Nagar/Cantonment Station/Bangalore East Station : Bus Route – 292, 292B, 292C, 292D, 292F, 293C

Nearest Railway Station : Bangalore East (8 kms)/Cantonment (10 kms)

By Air : Bengaluru International Airport (28 kms)

Address for Communication

Kristu Jayanti College, Autonomous

School of Management (MBA & PGDM)

K. Narayanapura, Kothanur P.O., Bengaluru – 560077, Karnataka, India. Ph : +91-80-28465611 / 28465353 / 28465770

Fax : +91-80-28445161. Mobile : 91-9620880227 / 91-8072826394 / 91-9449987689 | e-mail : fdp@kristujayanti.com



THE INSTITUTION

Kristu Jayanti College, Autonomous, Bengaluru embodies the educational vision of St. Kuriakose Elias Chavara (1805-1871), the founder of the religious congregation, Carmelites of Mary Immaculate (CMI). He envisioned the sunrise of a renewed humanity through the integral development of mind, body and spirit. The motto of the college, Light and Prosperity, aims at this synthesis and the harmony of the spiritual and the physical, the mind and the body. The curriculum and the co-curricular activities are the basic structures acting as springboards to step into the mystery of human life and beyond.

Kristu Jayanti College was reaccredited by NAAC with 'A' Grade in 2015 and is an Autonomous College under the Bangalore University. The college incorporates a traditional academic setting with a cutting edge technology. With refreshing environment, beautiful scenery and moderate climate, it provides an atmosphere which is conducive for effective training and learning programmes. The College is ranked 22nd in Arts, 3rd in Commerce and 4th in Science in Bengaluru City in the "Best College Survey 2017" by India Today - Nielsen. At National Level, it stands 2nd in BCA, 9th in Commerce, 14th in Arts and 17th in Science by the same survey. The institution strives to fulfill its mission to provide educational opportunities to all aspiring youth to excel in life by developing academic excellence, fostering values, creating civic responsibility and building global competencies in a dynamic environment.

SCHOOL OF MANAGEMENT (MBA & PGDM)

Kristu Jayanti College, a pioneer institute to pursue knowledge beyond the traditional boundaries, offers MBA/PGDM programmes and MBA/PGDM International Finance. MBA/PGDM programme is a two year full time programme spanning over Six Trimesters, Autonomous Programme, affiliated to Bangalore University and approved by the All India Council for Technical Education (AICTE). MBA/PGDM International Finance enables the students to obtain ACCA (Association of Chartered Certified Accountants), UK certification along with MBA/PGDM programme, which is accepted and recognized in 183 countries. The student is also certified in IFRS (International Financial Reporting Standards).

The main objective of these programmes is to impart quality professional education and training in various aspects of modern management. The classroom segment has both core and specialized content, thus equipping the students to adapt effortlessly to the demands of professional management in their chosen field of specialization. The core and specialization subjects are designed so that each term builds upon the subjects taught in the previous term as well as on the field experience gained. Jayantian graduates have the strategic perspective, business knowledge, and excellent management skills to deliver strong performance while making a positive impact on society and the environment. They have obtained placements in renowned corporate houses. The B-School has been rated with A++ by Business India - India's Best Business Schools survey 2014, 14th rank among the Business Schools in South India by AIMA (All India Management Association) and was awarded 29th rank among Non IIM's by All India Higher Education Review 2014. The college has been declared as 'Best Management College of the Year' by Higher Education Review 2015 & 2016. Rev. Fr. Josekutty PD, Principal was honored as one of the Top Directors of Leading Institutes in India (CSR January 2017). The B-School is ranked 8th in Bengaluru City and 63rd in placements all over India in "India's Best B-School 2017 - Business Today Survey".

PROGRAMME OBJECTIVE

The course has the objective of introducing the participants to different techniques of handling multivariate data related to quantitative decision making. The course delivery will be a perfect mix of theory (why) and applications (what) so that the participants not only get to know and interpret different software outputs, but assimilate the underlying assumptions, logic and theory behind the outputs. Emphasis would be given on concept build-up with statistical rigor and analysis of managerial data with appropriate multivariate statistical methods with the help of statistical software Minitab/SPSS/AMOS/R.

At the end of the course, participants would be able to

- Understand the basic principles, concepts and problems in multivariate data analysis.
- Apply appropriate multivariate statistical techniques through better understanding.
- Demonstrate different outputs of the data analysis through statistical software.

RESOURCE PERSON



Dr. R. Kasilingam, Associate Professor, Department of Management Studies, Pondicherry University. He has about 11+ years industrial experience and 17+ Years of teaching experience. He is a highly qualified professional with about 15 Degrees and certifications to his credit (Ph.D, MPhil. ICWAI. ACS, ML, MBA., MCA., etc.). His Professional Affiliations are with MMA, ICWAI, and Indian Accounting Association. He has authored a number of important manuscripts in the area of Finance and Marketing for several Years with over 125 publications to his credit and also acts as reviewer for many international Journals.

SCHEDULE

November 29, 2017

09.00 – 10.30 AM	R Introduction
10.30 – 10.45 AM	Descriptive Statistics
11.00 – 01.00 PM	Text Statistics and Predictive Statistics
01.45 – 03.30 PM	Text analytics using R
03.45 – 05.00 PM	Web analytics, Social media analytics using R

November 30, 2017

09.00 – 10.30 AM	Introduction to multivariate set up and basic matrix algebra Multiple regression, variable selection, regression diagnostics, model adequacy
10.45 – 01.00 PM	Principal component analysis and Factor analysis
01.45 – 03.30 PM	Linear discriminant analysis
03.45 – 05.00 PM	Cluster analysis