



KV INSTITUTE OF MANAGEMENT AND INFORMATION STUDIES - COIMBATORE

Approved by AICTE - New Delhi, Affiliated to Anna University - Chennai

A NATIONALLY RANKED B SCHOOL FOR MBA

No. 545, Sathy Main Road, Kurumbapalayam Post,
Coimbatore - 641 107.
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One Day Workshop on

"SPSS IN MANAGEMENT RESEARCH"

(Basic Tools, Test of Influence tools, Regression, Discriminant Analysis, Factor Analysis and Cluster Analysis)

Hands-on Workshop

by

Dr. S . Lara Priyadharshini

Associate Professor

KV Institute of Management and Information Studies - Coimbatore.

Date : 24th February 2018 (Saturday)

Venue : KVIM - Center for Research

For further details contact:

Event Co-ordinators

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Registration Fee
Rs. 1000/-

- 6 Hours of hands - on workshop using real datasets
- Data sets will be e-mailed to the participants a day before the event
- Screen shots of step by step procedures of analysis will be mailed to the participants personally along with reading and reference materials

PROGRAM SCHEDULE: 24th February 2018 (100% Hands – on Workshop)

09-00 am	Registration of Participants
Practical I	
10-00 am to 11-00 am	Using SPSS Frequency, Descriptive Analysis, Parametric Test (One Sample t-Test, Independent t-Test, Paired t-Test)
(11.00 am to 11.15 am)	Break: Refreshment (Tea/Coffee/Biscuits)
Practical II	
	Chi-square Test, One way ANOVA, Two way ANOVA, Correlation, Regression
11.15 am to 1.00 pm	Non Parametric test (Man-Whitney test, Wilcoxon test, Kruskal-Wallis test, Friedman's Rank test)
(1.00 pm to 02.00 pm)	Break: Lunch
Practical III	
	Regression Analysis
02.00 pm to 04.00 pm	Stepwise methods, Model summary, R square, Beta values and Framing of regression models.
	Factor Analysis or Data reduction
	Rotated component matrix, KMO and Bartlett's test, Total variance and creating data values.
(04.00 pm to 04.15 pm)	Break: Refreshment (Tea/Coffee/Biscuits)
Practical IV	
	Discriminant Analysis and Cluster Analysis
04.15 pm to 05.00 pm	Wilks lambda, Standardized coefficients tables, Discriminant model/Equation, Predicting through the model and Accuracy of the model.
05.00 pm to 05.15 pm	Feedback

Valedictory and Certificate Distribution

Dr. C. Kumar
Managing Director,
KV Institute of Management and
Information Studies, Coimbatore.

Dr. M. Vidhya
Principal,
KV Institute of Management and
Information Studies, Coimbatore.