



**AICTE SPONSORED TWO-WEEK FDP
ON
MULTIVARIATE DATA ANALYSIS FOR ADVANCED RESEARCH**

December 03-16, 2017



International Management Institute (IMI)

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“Today the social scientists are enamored of numbers and counting... Rarely do they stop and ask what lies behind the numbers?” [Churchill Jr., (1979) quoting *Marketing News* dated May 5, 1978, p. 1]. The quantitative information available for managerial decision making has increased manifold in recent years. However, this information has to be mined using appropriate statistical techniques and combined with common-sense to derive knowledge out of it. Effective knowledge creation leading to innovative insights is essential for both academia and industry. The academia needs to continuously learn and upgrade itself about the scientific methods of doing research. This is vital for generating key insights and thereby, assists the industry to be more profitable and accurate in its decisions. The FDP on “Multivariate Data Analysis for Advanced Research” is highly essential in the context of latest developments in area of research methods and need to familiarize the faculty community with these methods through hands-on experience.

OBJECTIVES

This FDP is being envisaged with the following objectives:

- To make participating faculty members aware of the fundamental concepts in Statistics.
- To enhance participants’ understanding of best practices in research methodology.
- To enable participants to use univariate and bivariate methods for research.
- To expose participants to a set of multivariate statistical methods for quality research.
- To enhance the efficiency of participants in using PC-based software for extracting information.
- To familiarize participants with futuristic methods such as Structural Equation Modeling (SEM) and Artificial Neural Network (ANN).

COURSE CONTENT

- Fundamentals of Inferential Statistics
- Univariate and Bivariate Data Analysis
- Exploratory Factor Analysis
- Multiple Regression Analysis
- Cluster Analysis
- Multidimensional Scaling
- Conjoint Analysis
- Confirmatory Factor Analysis
- Structural Equation Modeling (SEM)
- Partial Least Squares Structural Equation Modeling (PLS-SEM)
- Artificial Neural Network (ANN)

RESOURCE PERSONS

Resource persons are from IMI Bhubaneswar and other reputed institutions.

TAKE-AWAY

Upon successful completion of this programme:

- Faculty teaching quantitative subjects would be able to better appreciate the application of the relevant concepts.
- Such faculty members would also be able to use these pedagogical learning to improve their class delivery.
- Faculty members and scholars in other domains would be able to use these concepts to enhance their research output.
- They would also gain enhanced competency in teaching subjects e.g. Marketing Research, Research Methodology, and Business Analytics.
- Faculty/Research scholars across domains would gain greater proficiency in using tools such as SPSS, AMOS, and Excel-miner.

PEDAGOGY

The teaching methodology will be an optimum amalgamation of class room discussions, hands-on experiments on data using appropriate data analysis software, and best-practices identification.

ELIGIBILITY

The course is open to all faculty/research scholars belonging to AICTE recognized institutions. Admission will be offered subject to availability based on AICTE guidelines.

REGISTRATION

The registration is free for faculty from AICTE approved institutions. Participants are requested to fill-up the Registration Form and send the hard copy to the address mentioned. The participants should also mail us the scanned copy of their application to (aictefdp@imibh.edu.in). Registration will be confirmed only after receiving the Registration Form duly signed by the participant and Head of the parent institution. Selection will be based on first-come-first-served basis since the registration is limited to 50 participants. Participants will be reimbursed TA as per approved rates for the programme on request. Accommodation for the participants will be provided in campus on request.

CERTIFICATE

The participants will be provided with Certificate on successful completion of the programme.

IMPORTANT DATES

- Last date of receiving Registration Form: **10 October 2017**
- Confirmation to the participants: **12 October 2017**
- Arrival of participants and registration at IMI Bhubaneswar: **03 December 2017**
- Completion of the programme: **16 December 2017**

CHIEF PATRON

Prof. Ramesh Behl
Director, IMI Bhubaneswar

COORDINATORS

Dr. Manit Mishra, Associate Professor
Dr. Bindu Chhabra, Professor

ABOUT INTERNATIONAL MANAGEMENT INSTITUTE (IMI) BHUBANESWAR

IMI Bhubaneswar is an institution of repute belonging to the famed RP-Sanjiv Goenka group and IMI family. The 16-acre campus located in pristine nature's lap has achieved many milestones since its establishment in 2011. The institute is accredited by National Board of Accreditation (NBA), Ministry of HRD, Government of India and has also been awarded life membership by Association of Management Development Institutions in South Asia (AMDISA), a SAARC recognized body. Association of Indian Universities (AIU) has accorded the flagship PGDM programme equivalence with MBA degree. IMI Bhubaneswar has academic collaborations/student exchange programmes with EGADE Business School, Mexico; Sichuan Academy of Social Sciences (SASS), China; ESC Rennes International School of Business, France; and Manhattan Institute of Management, NY, USA.. IMI Bhubaneswar has an exclusive MOU with Vedanta Ltd. for Work Integrated Learning Program for middle to senior level executives. Numerous B-School surveys have rated us as an emerging management institution of repute (e.g. Chronicle B-School Survey-2017). IMI Bhubaneswar draws sustenance through creation, dissemination and application of knowledge which integrate seamlessly with each other to translate into research, teaching and training for our stakeholders.

FOR REGISTRATION, PLEASE CONTACT:

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REGISTRATION FORM

1. Name (In capital letters): Dr./Mr./Ms.
2. Designation:
3. Qualification:
4. Name of the organization / institute:
5. Teaching experience:
6. Address for correspondence:



Mobile:

E-mail id:

7. Is the institution approved by AICTE: YES/NO
8. Do you require accommodation in IMI-B campus: YES/NO

The given information is true to the best of my knowledge and belief. I agree to abide by the rules and regulations governing the programme. If selected, I shall attend the course for the entire duration.

Signature of the Candidate

Dr./Mr./Ms.....
is an employee of
and is hereby recommended for the programme. He/she will be permitted to attend the programme, if selected.

Date:

Seal:

Signature of the Head of the Institution