

# 6 Faculty Development Programme

For Faculty members in  
Arts, Commerce, Science &  
Management Colleges on  
“Nuances of Research Methodology  
& Data Analysis using SPSS & Excel”

## Programme Schedule

Time	Day 1 June 10, 2019 (Monday)	Day 2 June 11, 2019 (Tuesday)	Day 3 June 12, 2019 (Wednesday)	Day 4 June 13, 2019 (Thursday)	Day 5 June 14, 2019 (Friday)	Day 6 June 15, 2019 (Saturday)
9 a.m. to 9:30 a.m.	Registration & Inauguration					
9:30 a.m. to 11 a.m.	Introduction to Research Objective and Proposal	Review of Day 1 & T-test	Data Analysis using Conjoint Analysis	Review of Day 1, 2 & 3	Data Analysis using Discriminant Analysis	Data Analysis Test
11 a.m. to 11:15 a.m.	Tea Break and Discussion					
11:15 a.m. to 12:45 p.m.	Data Collection, Primary vs Secondary, Questionnaire Designing, Interview Methods	ANOVA	Data Analysis using Conjoint Analysis	Chi square analysis	Data Analysis using Discriminant Analysis	Data Analysis Test
12:45 p.m. to 1:45 p.m.	Lunch Break					
1:45 p.m. to 3:15 p.m.	Data Analysis, Charts, Mean, Standard Deviation	Regression-simple, multiple, linear and non-linear/non-linear	Multi Dimensional Scaling, Perceptual Mapping	Factor Analysis- SPSS	Practice Session	Valedictory
3:15 p.m. to 3:30 p.m.	Tea Break and Discussion					
3:30 p.m. to 5 p.m.	Hypothesis, Null vs Alternate, Level of Significance and Rejection Criteria	Regression-simple, multiple, linear, non-linear	Multi Dimensional Scaling, Perceptual Mapping	Factor Analysis- SPSS	Practice session and Individual research queries	Feedback

## Introduction

The FDP programme on Research Methodology and Data Analysis will be a practical and interactive programme aimed to develop an understanding in designing and carrying out research and guide teachers for research papers and dissertation. This FDP will offer practical hands on approach to use data analysis tools, software package-SPSS through case examples, and skill building exercises. It will provide a comprehensive understanding of research methodology that can better equip faculty to effectively guide their own research and students' research work. You will be introduced to various research methodologies, statistical concepts and quantitative techniques. The purpose of the workshop is to develop participants into competent and confident users of SPSS to enable them to conduct independent data analysis for their own research needs. The programme would provide the participants hands-on experience in interpreting output from software packages like SPSS.

## Learning Outcomes

After this workshop the participants will be able:

- To conceptualize the research problem and comprehend the research process.
- To develop understanding to apply various techniques using Excel and SPSS.
- To develop an understanding of hands on session to analyse and interpret data.
- To help faculty members to write research paper.

**Target Audience :** This FDP targets the Faculty members in Arts, Commerce, Science and Management Colleges who are pursuing their Ph.D. or M.Phil. degrees and are in the critical stage of analysing their data in the respective disciplines.

**Workshop Prerequisites :** Basic knowledge of Research Methodology, Microsoft Excel and exposure to SPSS will be an added advantage.

**Methodology :** The programme focuses on maximizing hands on development of practical skills and data analytical tools.

**Resource Persons :** Prof. D. M. Marathe holds B. Tech Degree in Chemicals and Master's degree (MMS) in Operations. He has completed Programme in Operations Management from IIM Bangalore. He has 34 years of industrial, research, academic and administrative experience. He has taught in Jamnalal Bajaj Institute, Sydenham Institute of Management Studies, Research and Entrepreneurship Education (SIMSREE), Symbiosis Inst of Management Bangalore & N. M. Institute of Management Studies. Subjects in the areas of Statistics for Management, Operations Research, Optimization Techniques, Quantitative Techniques in Marketing / Finance / HRM / Operations Research, Production Management, Project Management, Marketing Research, Business Research Methods.

**Executive Training :** He has conducted training programmes for the executives in companies like Mazgaon Docks Ltd, ICICI Bank, Nicholas Piramal, Indian Institute of Packaging, College of Naval Warfare and Naval War College Goa.

**Consultancy :** Worked as a Consultant in many of the organizations such as GreenEarth PetroChem, MITCON, Pune, Dun & Bradstreet India (P) Ltd, Elder Health Care Ltd., Ingenero in optimization of supply chain for Goodlass Nerolac Paints Ltd., Ingenero for Statistical Modelling of data of Coal Gasifier plant systems., Ingenero for logistics and supply chain optimization for Proctor & Gamble, Indian Institute of Packaging in Marketing Research.

**Publications :** Has published 3 books and written articles and papers in journals, periodicals and newspapers.

Dr. Jyotsna Golhar, An Engineer whose ambitions made her do MBA has a flair for research and teaching. Her career started with E-forum Systems as Business Analyst and currently she is associated with Vidyalankar Institute of Technology-School of Management, Mumbai as an Associate Professor. Her keen interest in research has resulted in more than 15 national and international research papers. Her Ph. D topic made an impact as it concerned with Performance management adopted by IT companies in Vidarbha- a region which is neglected since long. Her area of interests tells a lot about her dynamic personality and her desire to work in these areas. She has close to ten years of experience in academics and three years in industry. She holds a Ph.D. in Management from Rashtrasant Tukadoji Maharaj Nagpur University and M.B.A with specialization in HR and Marketing from Dr. Ambedkar Institute of Management Studies and Research, Nagpur.

Her research interests are focused on Project Management, Marketing Research and Analytics.

**Publications :** Has published a book and written papers in journals and conferences.

**Dates :** June 10 to June 15 2019, from 09:00 a.m. to 05:00 p.m.

**Investment :** The programme will require an investment of Rs. 5000/- per participant which will include academic delivery, tea/coffee and working lunch. 10% concession in program fee will be given for three or more participants from the same Institute.

**Payment :** The cheque / DD should be drawn in favour of 'Vidyalankar Institute of Technology' and should reach before May 31, 2019 at the following address : Vidyalankar Educational Campus, Vidyalankar College Road, Wadala (East), Mumbai, Maharashtra 400037

The fee can also be paid via NEFT / Direct Transfer to the following Account :

Name	Bank	Bank Address	Account No.	MICR No.	IFSC Code
Vidyalankar Institute Technology	Cosmos Co-op. Bank Ltd.	Dadar Branch	012204301210066	400164002	COSB0000012

## Venue

The programme will be conducted in the Computer Lab and Seminar Hall of Vidyalankar Institute of Technology, Wadala, Mumbai.

## Training Coordinator

Dr. Jyotsna Golhar, Associate Professor-VIT school of Management

Ph: 77383 05284 Email: jyotsna.golhar@vit.edu.in

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