



# **EXPLORING and ANALYSING DATA USING SPSS & AMOS**

**18 - 22 December 2014**

**Venue :**

**BHARATI VIDYAPEETH DEEMED UNIVERSITY**

**INSTITUTE OF MANAGEMENT & RESEARCH NEW DELHI**

**AN ISO 9001 : 2008 & ISO 14001 : 2004 CERTIFIED INSTITUTE**

**NAAC Re-Accredited "A" Grade University**

**NBA Re-Accredited MBA Programme**

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## EXPLORING and ANALYSING Data Using SPSS & AMOS

### Relevance

The importance of research cannot be ignored in management field. Research with its structural process minimizes the degree of uncertainty, opens up new horizon and provides important information for decision making. Teaching and Research are the backbone of academics. Quality teaching can be imparted only through quality research.

### Target Audience

- Research scholar who are pursuing their Ph D.
- Academicians and Researchers aiming to write quality research paper
- Researchers who are interested in undertaking research project from UGC/AICTE/ICSSR etc:

### Objectives

To understand the application of Structure Equation Modeling – AMOS in research

To Learn MS-Word and Zotero for bibliography and citation.

To learn “Text to Speech” option of MS-Word for report writing

### Program Coverage

- Working knowledge of SEM-AMOS
- Referencing using MS-Word and Zotero
- Use of “Text to Speech” feature of windows in MS - Word

### Software to be used:

IBM SPSS-AMOS enables researchers to specify, estimate, assess and present models to show hypothesized relationships among variables. The software help to build models more accurately than with standard multivariate statistics techniques. Users can choose either the graphical user interface or non-graphical, programmatic interface.

IBM SPSS (Statistical Package for the Social Sciences) is a data management and analysis product produced by IBM SPSS, Inc in Chicago, Illinois. Among its features are modules for statistical data analysis, including descriptive statistics such as plots, frequencies, charts, and lists, as well as sophisticated inferential and multivariate statistical procedures like analysis of variance (ANOVA), factor analysis, cluster analysis, and categorical data analysis. SPSS is particularly well-suited to survey research, though by no means is it limited to just this topic of exploration.

MS-Word, the most common word processor software program, is a tool that can be used to assist with writing tasks. There are many writing tools available within MS-Word that can enhance a researchers ability to write. Formatting tools found in MS-Word, Word functions, like fixing formatting, changing pagination, and creating a Table of Contents page, referencing, captions for tables and figures.

Zotero is the only research tool that automatically senses content in your web browser, allowing you to add it to your personal library with a single click. Whether you’re searching for a journal article from EBSCO, a news story from the NDTV.com, or a book from your university library catalog, Zotero has you covered with support for thousands of sites.

### Pedagogy

Each participant will be given access to i-3 processor/dual core based computers installed with software’s required for training. Participants will also have access to data sets being used for analysis. Sessions will be conducted in hands on mode, which means that participants will work simultaneously with the resource person. A good deal of emphasis will be given on Interpretation of outputs, its implications for teaching, research and publications.

### Nomination

Academicians having working knowledge of SPSS will have added advantage

### How to Apply?

Interested participants should submit their nominations through a letter of interest along with a brief CV. The letter of interest should also mention how this programme is going to benefit his/her teaching and research. All the nominations should be forwarded to the Programme Coordinator. Applications received after stipulated last date will not be considered. It is advisable to send nominations through email to the Programme Coordinator to get your name registered at the earliest.

## Fee

- **Business Executives - Rs 5000/-**
- **Academicians/Researchers - Rs 4000/-**

The fee includes course material, certificate of participation, group photograph, morning and evening tea with snacks and lunch per day. The fee does not include dinner, conveyance and accommodation charges. The participants have to arrange for their own conveyance and accommodation. However, limited numbers of accommodation can be made available in our guest house at BVIMR for men and women free of cost on first come first serve basis subject to prior confirmation by the coordinators.

All remittances should be paid in the form of DD favoring "Director BVIMR, New Delhi" payable at New Delhi.

## Important Dates

Last date for sending nomination : **15 November, 2014**

Confirmation of participation : **On First-Come-First-Serve Basis**

Registration form can be downloaded from the institute's website : [www.bvimr.com](http://www.bvimr.com)

## Resource Persons

Dr. Neeraj Kaushik- Associate Professor, NIT Kurukshetra

Prof. (Dr) Vikas Nath- Director, BVIMR

Mr. Mahesh Kumar Chaubey- Assistant Professor, BVIMR

Mr. Atul Kumar- Assistant Professor, BVIMR

## Programme Director



**Mr. Mahesh Kumar Chaubey, Assistant Professor, BVIMR- New Delhi**

He is Assistant Professor in Department of Computer Application at the Bharati Vidyapeeth Institute of Management and Research, New Delhi. He is pursuing his Ph.D. His area of interest is Distributed Database & data mining. He has rich experience in implementation of Academic ERP, database designing and programming. He has conducted many technical events and academic events.

## Programme Organizers



**Mr. Atul Kumar, Assistant Professor, BVIMR- New Delhi**

He has more than six years of experience in teaching, research and industry. He has keen interest in organizing Faculty Development Programmes in the area of Research Methodology. He has nine publications to his credit in journals of repute. He has organized conferences at national and international level. He has expertise in operating SPSS, and EXCEL Data analysis pack for performing statistical analysis.



**Ms. Shikha Gupta – Assistant Professor, BVIMR- New Delhi**

She is Assistant Professor, BVIMR, a Master in Business Administration has always been the topper of her batch. She is a UGC NET/JRF qualified and is currently pursuing her Ph.D. She has good years of experience in marketing and research. Her area of research is environmentally responsive consumption and ecopreneurship. She has published many papers in various reputed journals. She has a rich experience of organizing various academic and cultural events for many years.

## Contact Us

**All communication shall be made to Programme Coordinators on the following address:**

Mr. Mahesh Kumar Chaubey : mkchaubey@gmail.com: Mobile : +91-9899197995  
Office : +91-11-25285808; 25278446 Ext: 254

Mr. Atul Kumar : atulkumarsingh82@gmail.com: Mobile: +91-953052770  
Office : +91-11-25285808; 25278446 Ext: 103.

Ms. Shikha Gupta : sgupta.shikha@gmail.com: Mobile: +91-9711070572  
Office : +91-11-25285808; 25278446 Ext: 247.

## About Bharati Vidyapeeth

Bharati Vidyapeeth the parent body of Bharati Vidyapeeth University-Pune was established in May, 1964 by Hon'ble Dr. Patangrao Kadam with an objective of bringing about intellectual awakening and all round development of the young generation through dynamic education.

Bharati Vidyapeeth proudly boasts of having the privilege of 182 educational institutes of academic excellence under its wing, imparting education from pre-primary to research level the credit for their spectacular achievement is due to the foresight and exceptional leadership of the founder Hon'ble Dr. Patangrao Kadam. Besides the educational Institute, Bharati Vidyapeeth is also successfully running a Cooperative Bank, Cooperative Sugar factory, Charitable Hospitals and Research Centers.



BVUIMR Honoured with B-School Leadership Award By Star News

MBA Programme Re-accredited by NBA.

Ranked among top "50" B-Schools in India By Hindustan Times

Ranked amongst Top 40 B-Schools in India, Top 10 B-Schools in North India and 2nd in Delhi

Ranked amongst Top 10 Business Schools in Delhi / NCR Top 10 Business Schools in Placements in India & Top 20 Business Schools in India by Business and Management Chronicle.

BVUIMR has received Certificate of Excellence as Best B School by Business & Management Chronicle in association with www.cat100.in in the year 2012

Certificate of Excellence as A++ category Business School of India, Year 2013 by Campus Concourse Business School Survey 2013 in association with www.cat100.in

## Bharati Vidyapeeth University -Pune

In recognition of academic excellence, Govt. of India granted the status of 'Deemed to be University' on 26th April, 1996 to a cluster of 12 Institutions of Bharati Vidyapeeth. It is one of the Universities which have diverse discipline under its umbrella such as Management, Medicine, Law, Engineering, Science, Arts, Commerce, Pharmacy, Architecture and Social Work.

The academic and functional autonomy has empowered the University to be dynamic, innovative and progressive. The Association of Indian Universities has positioned it in the bracket of ten best universities in India and India Today has ranked it as one of the top 50 Universities in India.

At the present there are 29 constituent units of higher learning under its fold re accredited with "A" grade by NAAC (2011).

## BVIMR, New Delhi

Established In 1992, Bharati Vidyapeeth University Institute of Management and Research (BVIMR), New Delhi enjoys the reputation of being of the premier institute imparting quality education in Management and Information Technology, strategically located in west Delhi.

BVIMR has splendid layout on sprawling four acre of land with 'state of art' infrastructure facilities. The Institute has carved its niche with a vision of 'Leadership in Management education through Innovative and Excellence'. The team led by Dr. Vikas Nath, Director- BVIMR could achieve the success under the able guidance of founder Hon'ble Dr Patangrao Kadam, Vice Chancellor Dr. Shivajirao Kadam, and Secretary Dr. Vishwajeet Kadam, Bharati Vidyapeeth. At BVIMR, the student, faculty and management share team oriented common goal that are intellectually stimulating. Besides training young professional to meet the challenges of globalization, we at BVIMR develop entrepreneurial skills in our students. Value addition lies at the core of our teaching curriculum and is updated with the feedback from the industry and compared with curriculum of leading National and International institutes to retain edge in academics

## Program Schedule

18.12.2014	Day 1	19.12.2014	Day 2
09:00-10:00	Registration	09:30-11:00	Concept of Reliability and Validity
10.00 - 10.30	Inauguration	11.00 - 11.30	Tea Break
10.30 - 11.00	Tea Break	11.30 - 01.00	Data Cleaning
11.00 - 01.30	Introduction to Exploratory Factor Analysis	01.00 - 02.00	Lunch Break
01.30 - 02.30	Lunch Break	02.00 - 03.30	Confirmatory Factor Analysis
02.30 - 03.30	Basics of Regression	03.30 - 04.00	Tea Break
03.30 - 04.00	Tea Break	04.00 - 05.00	Confirmatory Factor Analysis
04.00 - 05.00	Basics of Regression		
20.12.2014	Day 3	21.12.2014	Day 4
09:30-11:00	Working on SEM	09:30 - 11.00	Imputing the data in AMOS file
11.00 - 11.30	Tea Break	11.00 - 11.30	Tea Break
11.30 - 01.00	Working on SEM	11.30 - 01.00	Advance topics on SEM (Mediation, Moderation, Interaction effects)
01.00 - 02.00	Lunch Break	01.00 - 02.00	Lunch Break
02.00 - 03.30	Practical Illustrations on actual datasets	02.00 - 03.30	Advance topics on SEM (Mediation, Moderation, Interaction effects)
03.30 - 04.00	Tea Break	03.30 - 04.30	Tea Break
04.00 - 05.00	Practical Illustrations on actual datasets	04.30 - 05.00	Advance topics on SEM (Mediation, Moderation, Interaction effects)
22.12.2014	Day 5		
09:30 - 11.00	Bibliography		
11.00 - 11.30	Tea Break		
11.30 - 01.00	Report Writing Using Ms-Word, text to speech feature of windows in MS-Word		
01.00 - 02.00	Lunch Break		
02.00 - 03.30	Valedictory Session		
03.30 - 04.30	Tea Break		



### Prof (Dr.) Vikas Nath, Director and Dean (Academics) BVIMR, New Delhi.

Dr. Vikas Nath has more than Sixteen years of experience in teaching, research, academic administration and Industry. He has been involved in supervising PhD and M.Phil Scholars of various universities. Till date he has supervised three M.Phil students and one PhD student. He has also supervised award winning projects to students of MBA and has rich experience of supervising cross cultural teams of students abroad. Dr. Nath has visited HEIG VD, Switzerland where he had supervised students from America, Switzerland and NIT (Karnataka). He has keen interest in organizing Faculty Development Programmes in the area of Research Methodology, Marketing Management and Marketing Research. He has published more than two dozen papers in journals of repute. He has done MDP programmes for Greenfield online and Transport Corporation of India. He has also conducted Individual Development Programmes and Executive Development programmes for Coromandel, Hyderabad and KRIBHCO, Noida with Centre for Agri Management at Jaipuria, Noida. He has experience of organizing many conferences at national level and has presented papers in more than fifteen national and international conferences. He is also Accredited Management Teacher (AMT) from AIMA and is on the editorial board of national journals of repute. Presently he is supervising two Ph.D. scholars. He has expertise in operating SPSS, AMOS, MINITAB and EXCEL Data analysis pack for performing statistical analysis and has trained faculty members in Faculty Development Programmes in different B Schools. He has also assisted university departments in data analysis for their AICTE and UGC sponsored projects. Presently he is working as Dean (Research) and Professor of Marketing at BVIMR, New Delhi after serving Jaipuria, Noida as Chairperson Research, where he was responsible for starting PhD programme in association with Mohan Lal Sukhadia University, Udaipur. He has organized more than 18 FDPs and MDPs till now.



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Registration from for  
**FACULTY DEVELOPMENT PROGRAM (FDP)**

On

**Exploring and Analysing Data Using SPSS & AMOS**

**(18-22 December, 2014)**

**at BVIMR Campus, Paschim Vihar, New Delhi**

Name:	
Designation:	
Gender & Age:	
Name of Institution:	
Address:	
Mobile No.	
E-mail ID: (in caps)	
Accommodation	Yes / No

**Registration fee of Rs. 4000/- for five day FDP** could be paid through CASH/ Demand Draft in favor of "DIRECTOR, BVIMR, NEW DELHI" payable at NEW DELHI.

**Registration Fee Details :**

Amount Details : Rs.(in figures) \_\_\_\_\_ (in words) \_\_\_\_\_ )

Bank \_\_\_\_\_ (DD No. \_\_\_\_\_ dated \_\_\_\_\_ )

Place: \_\_\_\_\_

(Please send it to: Mr. Atul Kumar, Bharati Vidyapeeth University Institute of Management & Research, A-4, Paschim Vihar, New Delhi-110063. For any help contact Mr. Atul Kumar at +91-9953052770

Date : .... / .... / .....

Signature of the applicant