

## About Primax Academy

Primax Academy was established in the year 2018 and it was registered under the Indian trust act. Primax Academy is established with towering ideals of imparting quality and non-profitable services to the society through Training Programme, Seminars, Workshops, Educational Training & Skill Development, Study Circles, Counseling & Rehabilitation, Initiating Research Activities etc., Primax Academy is an upcoming Training and Development Center in Bangalore offering a variety of need based training programs, through on-and-off campus modes. In addition, its intention is to upgrade the quality of research work among the faculty members involved in Science & Humanities, Commerce, Management Education and the allied fields to ensure that all the research work undertaken, is gainfully put to use by the industry, society and corporate world.



### ABOUT OUR PROGRAMME

In today's world it is most difficult to avoid the term 'research'. It is because of the continuous efforts of the researcher that we are experiencing a giant leap in this century. Most of the users of statistics, as a decision making tool, feel themselves handicapped in selection of an appropriate statistical tool, understanding the theoretical concept and interpretation of results in a meaningful way. It is really difficult for a person who is not well versed with research methodology and the core philosophy of statistics.

A research is initiated to have some practical consequences. This workshop has been designed to provide clear guidelines on how to undertake research as well as highlights the realities of undertaking research, including more common pitfalls.

### Coordinator

**Dr.K.V. Ramanathan**

email: [primaxfoundation2015@gmail.com](mailto:primaxfoundation2015@gmail.com)

Ph: 9986530012

Registration through Google link...

<https://forms.gle/noRmd8VAEU87cq9i6>

# PRIMAX ACADEMY

## BENGALURU, KARNATAKA

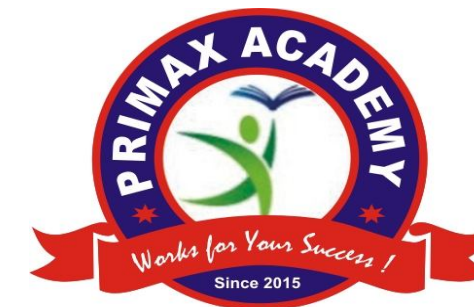
**ORGANIZING**

**Webinar**

**Three Day Workshop on**

**RESEARCH METHODOLOGY AND DATA ANALYSIS**

**USING "SPSS & EXCEL"**



**Date: 25/05/2020 to 27/05/2020**

**Time: 5.00 PM to 9.00 PM**

**Registration Fee Rs.1,000**

**KNOWLEDGE IS A BIG SUCCESS IN LIFE**

# PROGRAMME CONTENT

## INTRODUCTION TO RESEARCH METHODOLOGY

- Introduction to research,
- Research Process, Identification of Problem, Identification of variables
- Basic Statistics, Need for hypothesis in research.
- Population & Sampling designs, Sample size determination.
- Organizing data
- Method of writing review of Literature.
- Formulation of Research Gap.
- Stages in Data Analysis
- Procedure for Testing of Hypothesis
- Preparation of Questionnaires & Research Design
- Concept of P value
- Parametric and Non-parametric test & Data Interpretation

## SPSS ANALYSIS

- Data entry, data manipulation and data cleaning.
- Descriptive & Frequency statistics, Chi-square test.
- Assumptions checking: Linearity, homogeneity, multi-collinearity and normality.
- One Sample t-Test, Independent Sample t-Test, Paired t-Test, One-way ANOVA.
- Factorial ANOVA, ANCOVA, MANOVA, MANCOVA.
- Correlation: Pearson correlation and Partial correlation, Distance Correlation.
- Simple Regression, Multiple Regression, Step-wise Regression.
- Binary Logistic Regression, Multinomial Regression.
- Factor Analysis, Cluster Analysis, Discriminant Analysis, Multidimensional Scaling (Mapping Tools), Hierarchical Clustering Means Clustering.
- Non-Parametric tests (Test for Normality, Mann Whitney U test, Krushkal Wallis test, Wilcoxon test, Friedman Test, Run Test etc.)
- Time series
- All types of Graphs – Bar Diagram- Pie Diagram- Scatter Dot- Histogram – Box Plot
- ROC Curve

## STATISTICS DATA CALCULATION THROUGH EXCEL

- All Descriptive statistics
- Chi-Square Test
- ANOVA Family
- T-Test
- Correction and Regression
- Reliability Test ( Chronbac Alpha)

## TARGET AUDIENCE

- Faculty
- Research Scholar
- Practitioners
- Executive from Corporates
- Post Graduate Students of social Science, Management, Commerce, Economics etc.

## MODE OF CLASS

**Online through  
CISCO WEBEX  
(Or)  
ZOOM CLOUD MEET**

### Note:

- The maximum intake 100 Seats.
- The Fee Include Materials, E-Certificate, Domo Software
- No Video recording.
- Participants needs to have their laptop with SPSS software.
- E-Book will be provided.

**“HAPPINESS COMES FROM GIVING HAPPINESS”**

