



# DR. AMBEDKAR INSTITUTE OF TECHNOLOGY

Affiliated to Visvesvaraya Technological University (VTU), Belagavi  
Recognized and accredited by AICTE & NBA, Accredited by NAAC with 'A+' Grade.  
Outer Ring Road, Malathahalli, Bengaluru-56, Karnataka

## SCHOOL OF COMMERCE AND MANAGEMENT

In Association with

## PRIMAX EDUACADEMY

(Under Primax Educational Trust)  
UDYAM Reg. No. UDYAM-KR-03-0090770  
Bengaluru, Karnataka, India

Organizes

### 30 HOURS - VIRTUAL WORKSHOP

ON

A COMPLETE “RESEARCH METHODOLOGY AND DATA  
ANALYSIS USING SPSS & AMOS” AND AI INTEGRATION

## TRAINING PROGRAMME FOR FACULTIES AND RESEARCH SCHOLAR

For Registration

 [CLICK HERE](#)

Registration Fee

**Rs. 1,900/-**

**03/08/2025 to 24/08/2025**

**Only Sunday 9.00 AM to 5.30 PM**



## Department of MBA

The Department of MBA was established in the year 2001 and offering major core and elective courses viz., Marketing, Finance, Human Resource, Business Analytics, International Business, Entrepreneurship, Banking, Insurance, Technology, and operations & the like. The MBA program is affiliated to Visvesvaraya Technological University (VTU) and approved by All India Council for Technical Education (AICTE). The MBA program received the academic autonomy in the year 2016. Our curriculum is unique and designed to cover the Academic, Industry and Research components across all courses. The Department has approved research center of VTU since 2010. The Department has good infrastructure facilities for the faculty members, students and for the research activities and consists of 7 Faculty members, among which 6 are Doctorates in the area of Management having expertized teaching and research experience. The Department also offer PhD program in Management

## About Primax Eduacademy, Bengaluru

Primax Eduacademy, established in 2017, is a pioneering organization dedicated to enabling career-ready and formal higher training education in India. It is a non-profit trust that strives to train higher education teachers and students, with a strong focus on developing the next generation of educators and industry-ready graduates. Over the past seven years, Primax Eduacademy has made continuous efforts to provide holistic services to every stakeholder in the education ecosystem, aiming to nurture a talent pool equipped to become industry-ready employees, innovators, entrepreneurs, and leaders. Primax Eduacademy also leverages its strong industry associations by offering guest lectures, internships, curriculum design assistance, skill development programs, industrial visits, live projects, and placement assistance.

## Objectives of the Program

- To improve the researchers' understanding through the use of quantitative & qualitative approaches.
- To raise understanding of the fundamental principles associated with the SPSS and AMOS software through hands-on lab sessions.
- To provide hands-on training in fundamental and advanced data analysis tools and methodologies using SPSS, SEM using AMOS with AI Integration.

## Who can attend?

Faculty members, Research Scholars, and PG Students from all the disciplines.

## Key Information

- Duration: 4 days (03/08/2025 to 24/08/2025)
- Timings: Only Sunday 9.00 AM to 5.30 PM
- **Registration fees: For Indian Participant Rs.1,900/- and for Foreign Participant 80 Dollars**
- **Limited to 80 seats only**
- All participants will receive '**Softcopy of Certificate of Participation**' after successful completion of the FDP
- Recorded session will be provided to registered participants with the limited period of access.
- **Necessary Demo / Trial version of statistical software will be provided to the registered participants**

## RESOURCE PERSONS



**Dr. Sathish P**

Faculty, School of Business and Management  
CHRIST (Deemed to be University)  
BGR Campus, Bengaluru, Karnataka



**Dr. Dharmendra H.**

Faculty, Department of Commerce  
CHRIST (Deemed to be University)  
Bengaluru, Karnataka



**Dr. Sathish Kumar**

Director, Ocean Counselling and Well-being  
Academic Counsellor - IGNOU  
Chennai, Tamil Nadu

## PROGRAMME SCHEDULE

Day	Topic	Timing	Resource Person
DAY 1	<b>Inauguration</b>	8.30 AM To 9.00 AM	<b>Dr. Sathish Kumar</b> (9.00 AM to 1.00 PM) and <b>Dr. Dharmendra .H</b> (2.00 PM to 5.30 PM)
	<ul style="list-style-type: none"> <li>• Introduction to Research</li> <li>• Process of Research &amp; Research design</li> <li>• Identification &amp; Formulation Problem</li> <li>• Formulation of Objectives &amp; Hypotheses</li> <li>• Construction of Good Questionnaires</li> <li>• Method of Data Collection</li> <li>• Population, Census, Sample &amp; its Methods</li> <li>• Meaning of Parametric and Non-parametric</li> <li>• Method of writing Review of Literature</li> </ul> <p><b>SPSS Data</b></p> <p>Define Variable Property, Copy Data property, New Custom Attribute, Define Dates, Define Multiple response set, Validation, identify duplicate Cases, identify unusual cases, Sort Case, Sort variables, Transpose, Merge File, Copy Data set, Split file, Select Case, Data Cleaning</p> <p><b>SPSS Transform</b></p> <p>Compute variable, Count value, recording into same variable, recording into different variables, Automatic recode, Visual &amp; Optimal Binning, Rank Cases, Date &amp; Time wizard, Create Time Series, Replace Missing Values</p>	9.00 AM To 5.30 PM  (03-08-2025)	
DAY 2 & DAY 3	<ul style="list-style-type: none"> <li>• Introduction to SPSS</li> <li>• Variables, SPSS Measures &amp; Data Coding</li> <li>• Reliability and Normality Tests</li> <li>• Frequency &amp; Descriptive Analysis</li> <li>• One-sample t test</li> <li>• Independent sample t-test, Paired t-test</li> <li>• One-way &amp; Two-way ANOVA</li> <li>• Factorial ANOVA, ANCOVA, MANOVA, MANCOVA</li> <li>• Correlation: Pearson correlation- Partial correlation Multiple Correlation &amp; Rank Correlation</li> <li>• Regression: Simple Regression- Multiple Regression &amp; Logistic regression</li> <li>• Chi-square Test of Goodness of Fit &amp; Independence</li> <li>• Kruskal Wallis Test</li> <li>• Mann-Whitney U Test</li> <li>• Wilcoxon Sign Test, Run Test, Friedman Test</li> <li>• Factor Analysis</li> <li>• Cluster Analysis, Discriminant Analysis, Hierarchical Clustering, K Means Clustering. Discriminant Analysis</li> <li>• Correspondence Analysis</li> <li>• Multidimensional Scaling (Mapping Tools)</li> <li>• ROC Curve</li> <li>• Conjoint Analysis</li> </ul>	9.00 AM To 5.30 PM  (10-08-2025) & (17-08-2025)	<b>Dr. Sathish P</b>
Day 4	<p><b>Structural Equation Model (SEM) using AMOS</b></p> <ul style="list-style-type: none"> <li>• Model Fit Summary</li> <li>• Goodness of Fit Index (GFI)</li> <li>• Adjusted Goodness of Fit Index (AGFI)</li> <li>• Normated Fit Index (NFI)</li> <li>• Comparative Fit Index (CFI)</li> <li>• RMR &amp; RMSEA</li> </ul>	9.00 AM To 5.30 PM (24-08-2025)	<b>Dr. Dharmendra .H</b>

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### Confirmatory Factor Analysis (CFA) using AMOS based on One Factor

- Modification Indices
- Model Fit Summary
- Average Variance Extracted (AVE)
- Construct Reliability (CR)
- Convergent Validity
- Discriminant Validity
- Linear Model
- Compound Model
- ARIMA Model

9.00 AM  
To  
5.30 PM  
(24-08-2025)

Lunch Time: 1.00 PM to 2.00 PM



### Organizing Secretaries

#### Dr. S. Baskaran

Professor and Head, MBA Program  
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