

## Note to the Applicants

- Only 60 applicants will be selected on first come first serve basis.
- Interested applicants are requested to fill the registration form online by clicking on the icon given below and wait for confirmation from our end.
- Upon receiving confirmation mail from us, the applicant is required to transfer the registration fee to the bank account mentioned below through online banking facility and intimate the payment details by mail.
- Final registration will be intimated to the applicants only on receipt of payment.
- Participants will be provided with workshop kit, workshop materials in DVD, working lunch and refreshments.
- Participants must bring their own laptop, mouse and pendrive.
- Participants should make their own arrangements for their stay, breakfast and dinner. On prior request and additional payment, accommodation (twin-sharing only) may be arranged in the university guest house or hostel subject to availability of rooms. Participants must make their own travel arrangements to reach the venue on time on all days.
- Fees once paid will not be refunded under any circumstances.
- No TA/DA will be provided.
- Certificates will be issued only on attending all sessions



### Registration Fees

For Industrialists, Academicians  
and Part-time Research Scholars: Rs. 4,500

For Full-time Research Scholars  
of Other Institutes: Rs. 4,000

For Full-time Research Scholars  
of Pondicherry University: Rs. 3,500

### Account Details for Online Fund Transfer

Account Name: DMS DAM Workshop  
Account No.: 6329345101  
Type of Account: Savings  
Bank: Indian Bank, Pondicherry University Branch  
IFSC: IDIB000P152,  
MICR Code: 605019011, Branch code: 00P152

### Patron

**Prof. Gurmeet Singh,**  
Vice-Chancellor,  
Pondicherry University

### Chairman

**Dr. G. Anjaneya Swamy,**  
Professor & Dean,  
School of Management,  
Pondicherry University

### Convener

**Dr. R. Chitra Sivasubramanian,**  
Professor & Head,  
Dept. of Management Studies,  
Pondicherry University

### Advisory Committee

**Dr. R. Panneerselvam,** Professor  
**Dr. S. Hariharan,** Professor  
**Dr. T. Nambirajan,** Professor  
**Dr. B. Charumathi,** Professor  
**Dr. S. Victor Anandkumar,** Professor  
**Dr. Uma Chandrasekaran,** Associate Professor  
**Dr. R. Venkatesakumar,** Associate Professor  
**Dr. L. Mothilal,** Asst. Professor  
**Dr. S. Riasudeen,** Asst. Professor  
**Dr. B. Rajeswari,** Asst. Professor  
**Dr. K. Lavanya Latha,** Asst. Professor

### Coordinators

**Dr. R. Kasilingam,** Associate Professor,  
Dept. of Management Studies,  
Pondicherry University,  
Puducherry-605014.

**Dr. G. Madan Mohan,** Assistant Professor,  
Dept. of Management Studies,  
Pondicherry University,  
Puducherry-605014.

For further details kindly contact the coordinators at  
dmsdamworkshop@gmail.com



**PONDICHERRY UNIVERSITY**  
(A Central University)  
School Of Management  
Department of Management Studies

**A Five-Day National Level Workshop on  
Data Analysis for Business Research**

**18<sup>th</sup> June 2019 to 22<sup>nd</sup> June 2019**



## About Pondicherry University

A Central University, established through an Act of Parliament in 1985. The campus is covered over 780 acres of land with lush green tropical vegetation and its entire campus in Wi-Fi enabled. It has about 5000 students representing 33 states of the country and abroad and over 450 highly qualified faculty from across the country. It has the state of the art library with remote access to over 31000 digital information resource through a dedicated library portal. Pondicherry University was the first university to adopt the CBCS and semester system which easily facilitates the mobility of the students with credit transfer both in India and abroad. The university in growing with a cardinal principle of expansion with excellence and equity remains connected globally. More than 27 MOUs have been signed with National Institutions and International Universities for exchange of faculty and students.

## About Department of Management Studies

The Department of Management Studies (DMS) bears the sole pride of establishing the first management programme in Pondicherry. Since its inception in 1986, it has been catering to the needs of aspiring management and research students with highly competent team of faculty members. The department has published many research articles in leading national and international journals. DMS serves as a boom to the ardent students who have the striving thrust to learn and practice management. Also the lush green environment in the university provides pleasant ambience for the students to relish every moment of the learning experience. DMS functions as university department with unique importance. The department has been rated high by rating agencies such as NAAC, Star News, Indian Express, CSR-GHRD etc.

## About The Programme

This five-day national level workshop is aimed at providing researchers, academicians and industry delegates with a comprehensive learning of analytics. The workshop modules are designed in such a way which would enable the participants to gather practical training using live data. The course is designed to provide hands on experience in analytical tools and techniques that can be used for data driven decision -making using real case studies. The program will be a mix of theory lecture (10 %), introduction of case studies (10 %) and hands on training experience (60 %) on relevant software and result discussions (20 %) for decision making.

### Resource Persons



**Dr. R. Kasilingam**

Associate Professor

Department of Management Studies  
School of Management  
Pondicherry University



**Dr. R. Venkatesakumar**

Associate Professor

Department of Management Studies  
School of Management  
Pondicherry University

### Topics to be Covered

#### Day 1

- Data Entry
- Chi-square
- One Sample T-Test
- Paired T-Test
- Data Manipulation
- Correspondence Analysis
- Independent Sample T-Test

#### Day 2

- One-Way Anova
- Factorial Anova
- MANOVA
- Partial Correlation
- General Liner Model
- ANCOVA
- Correlation

#### Day 3

- Regression Analysis
- Cluster Analysis
- Factor Analysis
- Discriminant Analysis

#### Day 4

- Binary Logistic Regression
- Reliability
- Log Linear
- Automatic Regression
- Conjoint Analysis
- MDS

#### Day 5

- Reference Writing
- Sample Size Determination
- Outlier Detection
- Thesis Writing
- Assumption Checking