Workshop on “Data Analytics for Research in Management and Social Sciences”
October 30 - Nov 1, 2014

The Department of Management Studies, Anna University had conducted three very successful workshops on Model building and Validation for PG students, research scholars and faculty members who are pursuing research in Management or in Social Sciences. As a continuation to the workshops on Model building, the Centre for Distance Education, Anna University is conducting a workshop on Data Analytics for Research in Management and Social Sciences from October 30 to November 1, 2014.

The participants will gain insights and hands-on experience on the

- Application of Statistical tools in decision making
- Use of parametric and non-parametric tests in hypothesis testing
- Use of Exploratory and Confirmatory factor analysis
- Application of Structural Equation Modeling in Hypotheses testing
- Application and testing of Mediation and Moderation Analysis

Who can attend?

Research Scholars who are pursuing their research in Management / Social Sciences, faculty members with/without a doctoral degree interested in Management / Social Sciences research analytics and PG / M.Phil students of Management & Social Sciences.

Salient Features of the Workshop

- Motivated resource persons with significant experience in Data Analytics in Management and Social Sciences research.
- Hands-on learning through laboratory exercises. The participants will do the analysis under supervised learning.
- Course materials and exercises developed by the resource persons.
- Interpretation of the results of analysis for meaningful inferences.
- Certificates will be awarded to all participants who attend the workshop in full.
Workshop fees

The fee for the three day workshop is ₹ 3000/- (Rupees three thousand only). This will include the workshop kit, lunch and refreshments.

How to Register?

Participants who are interested to attend the workshop may register their details online by clicking on the following link.

http://cde.annauniv.edu:9090/registerform/

The course fee in the form of Demand draft for a sum of ₹ 3000 (Rupees Three Thousand only) may please be taken in favour of the “The Director, Centre for Distance Education, Anna University” payable in Chennai. Please write your full name, institution, mobile number and “Registration fee for Data Analytics Training” in the rear side of the Demand draft.

The participants are requested to take a printout of the PDF document generated after registration and send the same along-with the Demand draft to “The Director, Centre for Distance Education, Anna University, Chennai 600 025” by registered post or by courier on or before 17.10.2014 (Friday). Please Super-scribe on the envelope as “Registration for training on Data Analytics”. The number of seats is limited and registration is on a first-come-first-served basis. The registration may close before 17.10.2014 if the seats are filled.

For any queries please feel free to contact:

Dr. Jayanth Jacob - 044 2235 8772, 95000 64683
Ms. Jasmine – 044 2235 7215
Mr. U. Madhan Rajan - 97903 08972
Mr. Mathew Thomas Gil – 80153 62043
**Workshop on Programme on**
“Data Analytics for Research in Management and Social Sciences”
**Oct 30 – Nov 1, 2014**
**Workshop Co-ordinator: Dr. Jayanth Jacob**

**Tentative Schedule**

<table>
<thead>
<tr>
<th>Session Timings (Hours)</th>
<th>Thursday, October 30, 2014 (Day 1)</th>
<th>Friday, October 31, 2014 (Day 2)</th>
<th>Saturday, November 1, 2014 (Day 3)</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.30 – 8.45</td>
<td>Registration</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8.45 – 9.00</td>
<td>Ice-breaking</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Resource Person: Dr. Jayanth Jacob</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:30 – 10:45</td>
<td>Tea Break</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:15 – 13:15</td>
<td>Lunch</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13:15 – 15:00</td>
<td>Laboratory session on preparing the data for analysis followed by t-tests, ANOVA and Chi-Square Resource Person: Dr. Jayanth Jacob</td>
<td>Advanced in SEM Methods - Bayesian SEM Resource Person: Th. R.M Harindranath</td>
<td>Laboratory session on Mediation and Moderation Analysis Resource Person: Th. P. Murugan</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15:00 – 15:15</td>
<td>Tea Break</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The laboratory exercises would be assisted by Th. U. Madhan Rajan, Ms M. Nithya, Ms. Hemalatha, Ms. Shanmugapriya, Th. Sathiyamurthi K, Th. Mathew Thomas Gil and Th. Thomas John Fernando from the Dept. of Management Studies.