RESEARCH DEVELOPMENT PROGRAMME

on

MULTIVARIATE STATISTICAL TOOLS

on

24th & 25th August 2012

at

Department of Management Studies

Co-ordinators

Dr.R.Magesh
Th.A.K.Sheik Manzoor

Organized by

Department of Management Studies, CEG Campus, Anna University
Chennai - 600 025
ABOUT THE UNIVERSITY

Anna University, Chennai was established in 1978 as a unitary type of University by amalgamating the College of Engineering, Guindy, Alagappa College of Technology, Madras Institute of Technology and School of Architecture and Planning - all internationally renowned Institutions in Chennai. Anna University Chennai has emerged as an Affiliating University with More than 500 Engineering Colleges at present in its academic fold.

ABOUT THE DEPARTMENT

The MBA program in Anna University was started in the year 1981. Ever since its inception, the Department of Management Studies (DOMS) has produced about 800 capable, competent and committed professionals. The spirit of pragmatic enquiry and in-depth analysis of the dynamics of business has continued to this day. The programs are designed to bring out and nurture the leadership and organizing skills of the future managers. At DOMS, apart from the regular curriculum, there is an emphasis on guidance and counselling that enables the development of managerial excellence. The modern facilities, and extremely competent staff members, makes the DOMS a wonderful place to be, for those pursuing a career in business management.

ABOUT THE PROGRAMME

Data Analysis, is very vital today for all professionals, particularly for researchers, engineers, managers and analysts. The world is very dynamic today, especially with reference to abundance of information and multidisciplinary research, it is a huge burden on the decision maker to analyse information and take meaningful decisions. With the availability of various multivariate techniques and user-friendly statistical software, the ability to analyse large amount of data is not only desirable, but a necessity for any
professionals. Such techniques and software are usually very complex and confusing for the uninitiated. There are several issues in this process like selection of appropriate technique, selection of right software, interpretation of results and so forth. The objective of this programme is to emphasize broad range of techniques for data analysis and to foster multi-disciplinary research in these areas.

**WHO SHOULD ATTEND THE PROGRAMME**

Business analysts, professionals, researchers involved in research and consultancy, faculty who needs analytical skills, research scholars and students interested in application of quantative techniques and data mining for research.

**ACCOMMODATION**

Guest house accommodation provided at National & International Standards at extra charges within the campus at University tariffs.

**COURSE FEE AND REGISTRATION**

- Corporates : Rs. 6000/-
- Academicians : Rs. 4500/-
- Research Scholar : Rs. 3500/-

The Demand Draft should be drawn in favour of “Head of the Department,” Department of Management Studies, Anna University, payable at Chennai.

Send your entries to rajamagesh65@hotmail.com, Sheikmanzoor@annauniv.edu or by Registered Post/Courier to the Programme Coordinator.

**IMPORTANT DATES**

Receipt of Registration Form and Fee : **17th August 2012**
Programme Dates : **24th & 25th August 2012**
PROGRAMME SCHEDULE:

Day 1 (24th August 2012)
8.30 AM to 9.00 AM  Registration
9.00 AM to 9.30 AM  Inauguration
9.30 AM to 11.00 AM Modeling Strategy
11.00 AM to 11.15 AM Refreshment
11.15 AM to 12.45 PM Conceptualising Data and Hypothesis Testing
12.45 PM to 1.30 PM  Lunch
1.30 PM to 3.00 PM  Correlation & Regression Analysis
3.00 PM to 3.15 PM  Refreshment
3.15 PM to 4.45 PM  Discriminant analysis

Day 2 (25th August 2012)
9.00 AM to 10.30 AM  Conjoint analysis
10.30 AM to 10.45 AM  Refreshment
10.45 AM to 12.15 PM  Cluster & Factor analysis
12.15 PM to 1.00 PM  Lunch
1.00 PM to 2.30 PM  Structural Equation Modeling (SEM)
2.30 PM to 4.00 PM  Simulation Modeling
4.00 PM to 4.15 PM  Refreshment
4.15 PM to 4.45 PM  Valediction

PROGRAMME COORDINATORS
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REGISTRATION FORM

1. Name : 

2. Age & D.O.B : 

3. Organization : 

4. Department : 

5. Designation : 

6. Qualification : 

7. Mobile Number : 

8. Contact Address : 

9. E-Mail ID : 

10. Registration Fee : Rs. 6000/ Rs. 4500/ Rs. 3500 

11. DD Number & Date : 

12. Bank & Branch : 

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Signature

* Authorization Certificate

Dr./Mr./Ms. .................................................................will be permitted to attend the programme at the Department of Management Studies, Anna University, Chennai-600 025.

Date :

Place:

Signature of the HOD/Principal with Seal