



SPSS & AMOS IN INDUSTRIAL & ACADEMIC RESEARCH

Sep, 20th, 21th 2019
Center for Research
(KVIM, Coimbatore)

OVERVIEW

80% of the world's data has been collected over the past few years. Overwhelmed by such large scores of data, researchers and organizations are attempting to extricate the ground-breaking experiences they have to settle on more quick witted business and research decisions. To this tune, KV Institute of Management and Information studies created a live session on SPSS & AMOS: Making Data-Driven Research and Business Decisions for Students, Researchers, Industrial professionals hoping to tackle information in new and imaginative ways.

The uplifting news : This session does not require prior experience in statistical tools (SPSS & AMOS etc). On the off chance, all that is needed is the specific fundamental factual ideas about data and business. All the factual strategies are introduced in a basic, clear way, maintaining a strategic distance from the specialized language and the scientific equations however much as could be expected.

CONTENT

MODULE	TOPIC	DETAILS	ASSIGNMENT
1	Introduction to SPSS Package	Basics of data, Information, Tools, Data screening, Missing data, Normality	
2	Perform simple operations with data	Define variables, recode variables, create dummy variables and Data Validation	Canadian super store case study
3	Perform the basic data analysis procedures	Frequencies, Descriptive, Explore, Means, Crosstabs	Herrings dataset
4	Perform the main one-sample analyses	One-sample t test, and chi square for goodness of fit	Psychological test dataset

5	Execute the analyses for means comparison	T test, between-subjects ANOVA, repeated measures ANOVA, nonparametric tests (Mann-Whitney, Wilcoxon, Kruskal-Wallis etc.)	Sales dataset
6	Compute and interpret various types of reliability indicators	Cronbach's alpha	Validation
7	Use the main grouping techniques	Cluster analysis	Marketing dataset
8	Perform the tests of association & regression analysis	Pearson and Spearman correlation, partial correlation and chi square test for association	Nike company case study
9	Introduction to AMOS package	Basics of Data & Tools	
10	Exploratory Factor Analysis (EFA)	<ul style="list-style-type: none"> • Rotation types • Factoring methods • Appropriateness of data • Communalities • Dimensionality • Factor Structure 	Real-time dataset
11	Confirmatory Factor Analysis (CFA)	<ul style="list-style-type: none"> • Model Fit • Validity and Reliability • Common Method Bias (CMB) • Invariance • 2nd Order Factors 	Real-time dataset
12	Structural Equation Modeling (SEM)	<ul style="list-style-type: none"> • Hypotheses • Controls • Mediation • Interaction • Model fit again 	Real-time dataset
13	General Guidelines	<ul style="list-style-type: none"> • Example Analysis • Ten Steps to Building a Good Quant Model • Order of Operations • General Guidelines to Writing a Quant Paper 	Guidelines

WHO SHOULD ATTEND

The course is open for



Students



PhD Candidates



Academic Researchers



Business Researchers

Anyone looking for a job in the statistical analysis field
 Anyone who is passionate about quantitative research

PROGRAM CHARGES

The Program Charges are as follows

Delegate Category	Amount
Corporate	Rs. 1500/-
Academicians	Rs. 1000/-
Research Scholars	Rs. 500/-
Students	Rs. 500/-

Maximum Number of Participants : 30

Your participation should be confirmed by us before attending the course. Delegate fee is non-refundable. Registration: "First-come-First Serve" and based on a selection process by Department of Research (DoR) and Department of Executive Education (DoEE).

IMPORTANT NOTE:

- Certificate of participation for those who attend all sessions.
- Refreshment and working lunch will be provided.
- Spot payment is permitted, require prior registration online along with acceptance from DoR and DoEE.
- Attendance certificate will be issued on request.
- Participants are expected to have basic Computer & Research knowledge to attend.

PROGRAMME DIRECTORS



Dr.S.Lara Priyadharshini

MBA., M.Phil., PGDCA., P.hD.,
Associate Professor

Web Link : kvimis.co.in/users/drslara-priyadharshini



Dr.Vijayanand Sundaram

MBA., MA(HRM)., PGDIM., PGDMM., Ph.D., SET.,
Head of the department



Scan the QR code to know more about
course content and registration details

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