

# **Punjab Institute of Management I.K.Gujral Punjab Technical University Main Campus**

## **2-Day Workshop on Basics of Research Methodology & Statistical Tools (April 15-16, 2016)**

**Dr. Neeraj Kaushik**



### **About The Workshop:**

The Workshop on “Basics of Research Methodology & Statistical Tools” focuses on acquainting scholars and faculty either pursuing or planning to pursue research in any area.

The orientation of workshop is aimed towards understanding the basics of research in diverse perspectives and some advance and contemporary techniques important for research these days. Teaching pedagogy for the workshop includes theoretical lectures as well as hand-on practical sessions.

### **Objectives of the Workshop:**

- To provide a platform for sharing of thoughts and ideas.
- Improve understanding and knowledge in research methodology.
- To comprehend appropriateness of statistical software for analysis of research data.
- To conduct practice sessions using case studies.

### **Brief about Resource Person:**

Dr. Neeraj Kaushik is currently working as Associate Professor & Head in Department of Business Administration, National Institute of Technology, Kurukshetra. He has done his Bachelor Degree in Textile Technology, Masters in Management Sciences, Computers Applications, Mass Communication, Master of Intellectual Property Law as well as in Social Work. His doctoral work is on Customer Satisfaction in Indian Aviation Sector. His interest areas are Services Marketing & Research Methodology and he has conducted around 125+ workshops on Research Methodology with SPSS Applications and about 12 workshops on Management Games & Team Building. He has to his credit 56 articles published in Indian & International Journals and Conferences and as of now he is on the Review Board of many international journals. Currently he is visiting faculty to Indian Institute of Management, Rohtak and Guest Faculty in Indian Institute of Management, Lucknow (Noida Campus).

**Main Campus of I. K. Gujral  
Punjab Technical University  
Kapurthala**



### Workshop Fee and Schedule:

The workshop fee is INR 800/- and includes course material, lunches and tea / snacks for two days. Registration desk will be open from 9:00 am to 11:00 am on April 15, 2016.

#### Day - 1 (April 15, 2016, Friday)

Session - 1	Fundamentals of Social Research: What is Research? Research Process, Types of Research, Types of Data, How to Frame Research Questions and Objectives?
TEA BREAK	
Session - 2	Various Measurement & Data Analysis, Assumptions of Normality, Formulating Research Hypothesis
LUNCH	
Session - 3	Case Studies About Writing Research Objectives, Hypotheses
TEA BREAK	
Session - 4	Application of Various Statistical Tools / Techniques

#### Day - 2 (April 16, 2016, Saturday)

Session - 1	Research Design/Sampling Design, Questionnaire Designing: Concept of Validity & Reliability
TEA BREAK	
Session - 2	Data Analysis: Univariate Data Analysis: Mean, Median, Mode, Standard Deviation
LUNCH	
Session - 3	Introduction to Bivariate Analysis: Simple Regression, Hypothesis Tests (Parametric & Non-parametric tests), Cross-Tabulation/ Chi Sq Test, Linear Discriminant Analysis
TEA BREAK	
Session - 4	Brief Introduction to Multivariate Analysis: Multiple Regression, Multiple Discriminant Analysis, 2-Way ANOVA, ANCOVA, Multi-Nominal Regression Etc

For participants who wish to pay online, may transfer fee directly to the account details given below:

Account Number: 50100050531162

Account Name: PTU-PIM

IFSC Code HDFC0003402

Branch Name: HDFC Bank,

PTU Campus Branch

SWIFT Code: HDFCINBB

#### Accommodation:

Punjab Institute of Management shall provide accommodation to the participants at their Guest House at the following rates:

1. Dormitory-Rs 300 per bed
2. Non AC room - Rs 600
3. AC room - Rs 850

**On the spot registration is also available. All fee are non-refundable.**

Kindly find the application form at the end of the brochure. Please fill the form and send along with the registration fee. Please email the form to [harneksingh.pim@ptu.ac.in](mailto:harneksingh.pim@ptu.ac.in)

**Workshop Coordinator:** Harnek Singh, Extension Education Manager, Punjab Institute of Management (PIM) I.K. Gujral Punjab Technical University (IKGPTU), Kapurthala-Jalandhar Highway, Near Pushpa Gujral Science City, Kapurthala 144 603, Email: [harneksingh.pim@ptu.ac.in](mailto:harneksingh.pim@ptu.ac.in) # +91-946-588-4813