

IBS

HYDERABAD

A constituent of ICFAI Foundation for Higher Education
(A Deemed to be University U/S 3 of the UGC Act, 1956)

Quantitative Techniques for Business Management and Social Sciences: An Applied Perspective (Using Statistical Softwares)

Exhaustively covering all major univariate, bivariate and multivariate techniques enabling you to independently author your PhD thesis, attempt academic papers in high quality (SCOPUS listed) journals, write state of the art white papers.

October 19-21, 2016 @ IBS Hyderabad

Highlights of the Program

- ⦿ We will cover both basic as well as advanced topics. Prior knowledge in statistics is not necessary to attend this workshop.
- ⦿ All sessions are held in computer lab with individual access to computer. Carrying laptops to workshop is not necessary. However you are requested to carry pen drive.
- ⦿ We will train you on every minute aspect that is necessary to author a good journal publication.
- ⦿ For corporate professionals: we will train you with necessary skills to get “hidden insights” from data and make better decisions at workplace.



CENTER FOR MANAGEMENT DEVELOPMENT (CMD)

IBS HYDERABAD

Dontanapalli Campus, Shankerpalli Road

Hyderabad – 501 203.

www.ibsindia.org / www.ibshyderabad.org

About the Program

Comprehensive knowledge about statistical techniques is important to achieve success at workplace, especially if you are an academician, or deal with primary or secondary data in your organization. Traditional text books on statistics teach the subject dryly from formulae / statistical tables perspective which is difficult to digest for professionals from non mathematical background. Basics of statistics such as hypothesis testing, interpreting type1, typ2 errors, p values, power of the test are still a quandary to many because of their complicated exposition in traditional textbooks. In this MDP we will give comprehensive statistical orientation on all fundamental concepts using every day examples and at the same time progress to analyze data using advanced multivariate tools such as regression, cluster analysis and factor analysis using popular statistical softwares.

How will this workshop benefit you?

In this MDP we will dwell beyond basic statistics to advanced methods which will enable to put your "ideas" to empirically verifiable prepositions / hypothesis and conduct suitable higher level statistical tests beyond reporting summary statistics, or conducting traditional t tests, z tests, chisquare tabular analysis. We will not only explain you how conduct various kinds of statistical tests, we will also tell you how to present the results in widely accepted APA (American Psychological Association) format while reporting these results which is mandatory for all major SCOPUS listed publications.

We shall make every effort in these three days such that by the end of the workshop you will be able to carry out advanced statistical analysis independently without external hand holding. We will enable you independently author your PhD thesis without any help of a statistician.

If you are from Corporate, we will train you with necessary skills to get "hidden insights" from data and make better decisions at workplace. We will also provide you with sufficient skill sets that will help you author industry relevant "technical papers" or "white papers" on your own.

About the Trainers

Dr. Abhilash Ponnam (Associate Professor, Department of Marketing, IBS Hyderabad) was a visiting Research Scholar to University of Memphis, USA for 10 months. Has 14 international publications, of which, 12 are Scopus listed, 3 have impact factors (Thompson Reuters), while 6 publications are listed in Thompson Reuters's Emerging Sources Citation Index. He was part of organizing and instructing in 11 MDPs in Advanced Research Methods and Marketing; institutions include L&T, Indian Council for Social Science Research and IBS Hyderabad. His publications include journals like International Journal of Hospitality Management, Journal of Travel and Tourism Marketing, British Food Journal, Journal of Bank Marketing, Journal of Product and Brand Management etc.

Dr. Laila Memdani (Assistant Professor, Department of Economics, IBS Hyderabad) has got 26 years of teaching and research experience. She has more than 40 publications in National and International Journals of repute including Scopus and ABDC. She is specialized in Time series Econometrics.

Date and Venue

Programme Date: October 19-21, 2016
Programme Timings: 09.30 AM to 05.15 PM
Venue: IBS, Donthanpalli Campus, Shankar palli Road,
Hyderabad- 501 203. Telangana State.

Certification

On completion of the programme, The Centre for Management Development, IBS Hyderabad, IFHE University, would award participation certificate.

Day Wise Schedule

Day 1: (October 19, 2016)

- Instrument construction and administration
 - ⊙ Design of questionnaire:
 - Generation of items vs using existing scales
 - Accepted scale types
 - Drafting the questionnaire
 - Establishing face and content validity of questionnaire
 - ⊙ Sampling:
 - Sampling strategy, sample size, sampling frame, sampling unit
- Foundations of Statistics
 - ⊙ Hypothesis testing:
 - P value, Alpha, Beta
 - Power of the test, effect size
 - Type 1 error, Type 2 error
 - ⊙ Basic statistical concepts:
 - Standardization, covariance correlation, relationship between these concepts
- Data cleaning and transformation
 - ⊙ Variable transformations
 - ⊙ Missing value analysis
- Elementary statistical analysis
 - ⊙ Data description:
 - Reporting descriptives
 - Reporting data using nested tables
 - Graphical reporting beyond histograms and pi-charts
 - ⊙ Univariate statistics:
 - t tests, z tests
 - ⊙ Bivariate statistics:
 - Correlation, covariance
 - Chi-square test
 - Basic non parametric tests
 - ⊙ Multivariate statistical tests:
 - Anova, contrasts, post hoc tests
- How to generate interesting ideas for paper / thesis?

Day 2: (October 20, 2016)

- Factor analysis
 - ⊙ Tackling the problem of multicollinearity:
 - Principal component analysis vs Principal axis rotation validating, interpreting factor solution
 - APA reporting of Factor Analysis, hands on practice
- Regression
 - ⊙ Tackling the problem of model building and prediction:
 - Ordinary least square algorithm explanation in layman terms
 - Regression assumptions
 - Regression with categorical variables as predictors
 - APA reporting of Regression analysis, hands on practice
- Cluster analysis
 - ⊙ Tackling the problem of classification:
 - Kmeans clustering, 2 step clustering
 - APA reporting, hands on practice
- How to write a compelling research paper

Day 3: (October 21, 2016)

- Design of experiments
 - ⊙ Tackling the problem of establishing cause and effect:
 - Defining experiments and quasi experiments and associated terms
 - Simple random design
 - Random block design
 - Latin square design
 - APA reporting of experiments, hands on practice
- Logistic regression
 - ⊙ Tackling the problem of categorical dependent variable:
 - Conducting and interpreting binominal logistic and multinominal logistic regression
 - APA reporting of Logistic regression, hands on practice
- Panel data analysis
 - ⊙ Pooled OLS regression Model
 - ⊙ Fixed Effect or LSDV Model, Random Effects Model, Hausman Test, Wald Test
- Targeting Scopus publications: Tips and Techniques

Programme Fee

Depending upon your requirement, you may register for each day separately or opt for combination of days. However, it is highly suggested that you register for all three days.

Registration Fee	Opting for Campus Accommodation	Not Opting for Campus Accommodation
For any one day	Rs. 6,000	Rs. 5,000
For any two days	Rs. 10,000	Rs. 8,000
For all three days	Rs. 13,000	Rs. 10,000

Note: Participation fee includes: Course Material, Professional Fee, Lodging & Boarding Expenses and Taxes.

Preferred mode of payment is Net banking. (For any other mode of payment – DD / Cheque, please kindly mail to: abhilashp@ibsindia.org with QT WORKSHOP as subject line)

Details for Fund Transfer through NET / ONLINE banking:

Beneficiary's Name: The ICFAI Foundation for Higher Education

Bank Branch: HDFC Bank, Banjara Hills, Hyderabad

Current Account No: 05212020001733

RTGS/NEFT Code: HDFC0000521.

Swift Code: HDFCINBBXXX

- While making online transaction, kindly mention "<your name> QT FEE" (e.g. Vinay QT FEE) in the Transaction Remarks field.

Last date for transfer of funds: Oct, 14, 2016

Registration

Kindly fill your registration details at: <http://tinyurl.com/qtibshyd>

Contact

For any enquiries / clarifications call: 81433 44893 (Dr. Abhilash) or 8886344916 (Dr. Laila). Mail: abhilashp@ibsindia.org or lailam@ibsindia.org

About IBS Hyderabad

IBS Hyderabad is a constituent of ICFAI Foundation for Higher Education (IFHE), a Deemed University under Section 3 of the UGC Act, 1956. It is accredited by NAAC with 'A' grade, with an impressive score of 3.43 out of 4. It is ranked 2nd in Telangana State and 15th out of 130 NAAC accredited universities in the country. It is rated by CRISIL, A*** at state level and A** at National level. It is rated by ICRA, EB 1 TS at state level and EB 2+ at National level. IBS Hyderabad is a member of the "Association to Advance Collegiate Schools of Business USA", "Accreditation Council for Business Schools and Programs USA", "The European Foundation for Management Development Belgium" and "Association of Management Development Institutions in South Asia India". Since its inception in 1995, IBS has grown impressively and achieved widespread recognition from business & industry, academic circles and professional bodies.

IBS offers high quality programs in different areas of management to a cross section of students and executives across India. IBS has a reputation for innovative program design and delivery, quality courseware, personalized instruction, strong industry interface, research, consultancy and publications. IBS Hyderabad has about 150 strong faculty of Management with specializations in Finance Marketing, Strategy and Human Resource Development.



Center for Management Development

The Center for Management Development, at IBS, Hyderabad, is delivering quality services to industry and academia in terms of training and consulting. Our CMD activities include Management Development Programs, Faculty Development Programs and Consultancy in core management areas.

The MDPs/FDPs are offered as open or in-company/institute-specific programs. Open programs are for participants from any organization. In-company/institute-specific programs are tailor-made to suit the requirements of specific organizations.

Our Programs are conducted as residential or non-residential; at the IBS campus or at a chosen location by the client. We have a strong team of around 150 faculty members with skills in many contemporary areas of management.