



# CET SCHOOL OF MANAGEMENT

## College of Engineering Trivandrum 695016

*Under the auspices of CCE-CET organizes*

### **Workshop on “SPSS for Management Research” during June 27-28, 2015**

#### **COLLEGE OF ENGINEERING TRIVANDRUM**

College of Engineering Trivandrum, popularly known as CET, is one of the most sought after engineering colleges for engineering courses. Established in 1939, CET is affiliated to University of Kerala and accredited by AICTE. Most of the departments have ISO certification and the college is an approved research centre of University of Kerala.

#### **CET SCHOOL OF MANAGEMENT**

CET started its MBA programme in 1985 on a part-time basis and established the Department of Business Administration exclusively for management education in the year 2000 by commencing the full time MBA programme. The Department is an approved research centre of University of Kerala in management discipline. The CET School of Management, accredited by AICTE, has already acclaimed recognition by the recruiters and the school regularly conducts training programmes for academia and industry.

#### **OBJECTIVES OF THE PROGRAMME**

Data analysis help management decision making by turning raw data into information, insight discovery and process optimization. This two day workshop aims at familiarizing the participant with the art of coining suitable hypothesis and conducting various tests on the same using SPSS as a tool. The course is also aimed at developing the required skills for writing thesis. The broad objectives of the workshop are:

- To practice the art of developing hypothesis in management research;
- To make conversant and equip participants with SPSS for statistical data analysis;
- To link management research with analysis using SPSS wherever found appropriate
- To master the art of thesis or project report writing.

#### **TOPICS COVERED**

- Formulation and testing of hypothesis
- Familiarization with SPSS
- Descriptive Statistics
- Tests for Means
- ANOVA
- Regression Analysis
- Chi-Square Analysis
- Thesis content development and writing

#### **VENUE**

CET School of Management, College of Engineering Trivandrum 695016

#### **COURSE FEE**

Rupees 1500 per participant for UG/PG students from CET and Rs 2000 for participants from outside. This include course material and lunch.

#### **PARTICIPANTS**

Anybody interested in conducting Management Research with basic understanding of Statistics.

#### **CERTIFICATE**

Course certificate will be awarded to all participants who successfully complete the course.

#### **PROGRAMME COORDINATOR**

Dr. Suresh Subramoniam

Programme Coordinator

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