

THE GAUTAM BUDHA UNIVERSITY

Gautam Buddha University, established by the Uttar Pradesh Act (9) of 2002, commenced its first academic session at its 511 acres lush green campus at Greater Noida in August 2008. The University envisions to become a world class centre for excellence in education with a special focus to serve the under privileged and economically challenged sections of the society. The campus and is modeled as a fully residential educational campus in line with the best institutions of higher learning across the globe. The uniqueness of its reputation is acknowledged through the format, content and pedagogy of its programmes and their relevance to the society. The University is recognized by the University Grants Commission under UGC Act and is a member of the Association of Indian Universities.

SCHOOL OF MANAGEMENT

The School of Management commenced its first batch of MBA in August 2008 with 120 students. Since then, it has been marching on with an integrated focus on exploring and creating new avenues for young aspirants through strategic collaborations with institutions and enterprises of national and international repute. GBUSoM has state of the art classroom and computing facilities, supported by an extensive library of books, journals, films and databases, and a meditation centre. All academic programmes of GBU are fully residential. The serene and pollution-free campus, with extensive sports and co-curricular facilities, is well equipped to meet all the essential requirements of the residents. The curriculum of all its academic activities has international and cross cultural focus. At present, the school offers three programmes in management, which are Masters in Business Administration (MBA) two year programme , Integrated MBA five year programme and Doctoral Programme (PhD) in all areas of business management – Finance, Marketing, Human Resources and Organisation Behaviour, Strategic Management, Entrepreneurship, Operations and Information Management.

Faculty Development Programme

On

Advance Statistical Tools for Business Research

12–13 April, 2012



School of Management

**Gautam Buddha University
Greater Noida (Gautam Budh Nagar),
U.P. - 201310**



Preamble

A good understanding of the statistical tools and techniques is vital to perform research in social sciences. Applied research at any level necessitates serious efforts on part of researchers to acquire in-depth knowledge about the applications of these tools. Theory development process needs to imbibe the scientific rigour especially in context like India. The proposed FDP programme aims to cater this need.

Who should attend?

- Ph D Research Scholars in management and related disciplines
- Faculty members interested in quality publications
- Researchers in industry such as marketing research firms

Why to attend the programme?

- To gain understanding of application of statistical tools in conducting business research
- To learn as how to select and apply statistical tools for specific type of business research
- To have interaction with fellow researchers and experts to further strengthen the research output
- To have access to a rich pool of University's e-database such as EBSCO, Emerald, Prowess, Springer, Sciencedirect etc.

Contents of the Programme:

- Introduction to statistical tools for business research: Test of Means – t-Test, Z test, ANOVA.
- Multivariate analysis; Correlation and Regression, Dummy Variables, Modeling
- Factor Analysis
- Cluster Analysis
- Conjoint and Discriminant Analysis
- Use of Software for Data Analysis

Duration and dates:

02 days: **April 12-13, 2012** (Thursday and Friday)

Resource Person (External):

Prof. Deepak Chawla,

Alumnus IIM Ahmedabad and ISI Kolkata; Professor of Quantitative Techniques and Econometrics at International Management Institute (IMI), New Delhi

Venue:

School of Management,
Gautam Buddha University, Greater Noida

Fee: Rs. 2,000/- per participant

The fee covers the cost of kit, reading material, lunch and tea on both the days.

Accommodation

The accommodation may be arranged on request from participant depending on availability with applicable charges.

How to Apply

The participants are encouraged to send their nomination in prescribed format along with a Demand Draft of Rs. 2,000 in favour of *Gautam Buddha University* payable at New Delhi (latest **by 05 April, 2012**) to:

Dr Raj K Kovid/Dr S Pandey
School of Management, Gautam Buddha University
Greater Noida 201310 (Gautam Budh Nagar) U P

Please write the name of MDP/FDP programme on the right top corner of the envelope.

For further details, please contact the **programme coordinators:**

Dr. Raj K. Kovid
kovidrk@gbu.ac.in
0120-2346153,
9971741010

Dr. S. Pandey
spandey@gbu.ac.in
0120-2346157,
9560076525

Note:

The maximum number of seats is 20. So, apply at the earliest.



Gautam Buddha University, Greater Noida
School of Management

Faculty Development Programme

Advance Statistical Tools for Business Research

(12-13 April, 2012)

REGISTRATION FORM

Name : _____

E-mail (CAPITAL letters): _____ Mobile No. _____

Tele-Fax : (O) _____ (R) _____ Fax: _____

Organization (with designation): _____

Address : _____

Accommodation required (Yes / No): _____; if Yes, from _____ to _____

Payment Details:

DD No. _____ Date _____ Issuing Bank _____

Amount Rs. 2000/- in favor of *Gautam Buddha University* payable at *New Delhi*

(Registration fee should be paid through Demand Draft only)

Note: Please mention your name and contact number at the back side of the DD

Date: __/__/__

Signature: _____