



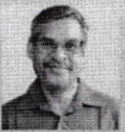
**Prof. A. Vidyadhar Reddy**  
MBA, Ph.D, FDP ( IIM Ahmedabad) has 34 years of teaching experience. He was the Former Head, Former Chairman Board of Studies, Former Dean, faculty of Management Studies Osmania University, Satavahana University and was a Member Fellow of Academy of Marketing Science, USA. He is an Expert Member of AICTE, NBA, NAAC, UGC. He is currently the Professor & Director, Centre for Management Studies, Nalsar University of Law, Hyderabad. He authored 4 Books and published 63 Research articles, 21 International Research Papers. 15 M.Phils and 45 PhDs were awarded under his guidance.



**Prof. B. Raja Shekhar**  
Currently the Dean of the School of Management Studies at University of Hyderabad. He was associated with Telangana State Public Service Commission as one of the members of the committee for formulation of scheme and syllabus. He has two Post graduate Diplomas, two Masters degrees and two Ph.D's. Besides his academic activities, he also served various administrative positions in the University including Registrar, Director of IQAC, Dean Students' Welfare, etc. He has published 70 research papers in reputed National and International Journals. He is a visiting faculty to various Training Institutions, which include UGC-HRD Centres, NIRD & Panchayati Raj, National Institute of Agricultural Extension Management, IIPH, RBVRR TSPA, Navodaya Leadership Institute, National Institute of Tourism and Hospitality Management etc.



**Dr. M. Vishnu Vardhan Rao**  
M.Sc (Statistics) Ph.D (Statistics) M.Tech (Information Technology) from Osmania university. Currently he is working as a Scientist F/ Sr. Dy. Director in National Institute of Nutrition Hyderabad. He is with 24 Years of research and teaching experience. He Published . 75 reports, 90 papers in National and International Journals and has awarded two Ph.Ds under his supervision. He visited few foreign countries on UNICEF and ICMR assignment. His areas of interest are Bio-statistics, Information Technology, Bio-informatics and Meta-Analysis.



**Mr. Uday Bhate**  
He holds a Post Graduate Diploma in Management from IIM, Ahmedabad. He has an experience of 14 years handling various capacities in industry. Integrating latest and best industry practices in the learning is his forte. Over the past few years he has focused on use of analytics in business and strategy development using a variety of statistical tools & techniques. He is a visiting faculty to B-schools in India and abroad including IIM, Indore & Raipur, Symbiosis, Pune, SP Jain Mumbai, Dubai & Singapore, Great Lakes, Narsee Monjee among others.



**Prof. V.V. Hara Gopal**  
Chairman Board of Studies, Department of Statistics, Former Director, Center for Quantitative Methods, Osmania University. He has 33 years of teaching and research experience. His areas of specialization are Multivariate Data Analysis, Operations Research, and Applied Regression Analysis etc. He was IRB member - AXIS PHARMA, Hyderabad for Clinical trials, Consultant to "SPSS Inc." He was the Editor for various Journals like IJASS, Journal of A.P. Society for Mathematical Sciences, "Statistics I - Descriptive Statistics and Distributions", Assam statistical Review, Dibrugarh University. He has 80 Research Papers in National and International Journals to his credit. 7 M.Phils and 12 PhDs were awarded under his guidance.



**Dr. Anand Akund**  
He has a post graduate and doctoral degree in social anthropology. He is currently a Senior Faculty Member at the IPE. He worked as a Faculty member and carried out prestigious projects funded by the Ford Foundation, was a Director of the Centre for Human Development and Area Chairperson of the HEALTH STUDIES AREA at the Administrative Staff College of India (ASCI) and carried out many projects and training programs at ASCI between 2007 and 2012. He is the member of a UNDP-Evaluation Office, New York - Commissioned study for evaluating UNDP - India projects which were executed during 2007 and 2012. He has carried out Public Health projects funded by DFID, Bill and Melinda Gates Foundation and Government of Andhra Pradesh. He has 2 National and 4 International research publications.



## Bhavan's Vivekananda College

of Science, Humanities & Commerce

Sainikpuri, Secunderabad - 500 094

Autonomous College - Affiliated to Osmania University

(Accredited with 'A' Grade by NAAC)

Ph : 040-27111611, 27115878



Faculty Development Programme on

## "RESEARCH METHODOLOGY AND STATISTICAL ANALYSIS"

On 20th, 21st & 22nd October, 2016

Organised by

Department of Commerce

Bhavan's Vivekananda College

Sainikpuri, Secunderabad

rmsabvc2016@gmail.com

*K. Srinivas*

### About Bhavan's

Bhavan's Vivekananda College of Science, Humanities and Commerce was established in 1993, under the aegis of the Bharatiya Vidya Bhavan, Mumbai, with a vision and mission to impart quality education. Today 23 years later, it has become an academic hub with 12 UG courses and 5 PG courses and a total strength of 3500 students. The college provides holistic quality education for the all round development of the students. It is counted among premier institutions of Telangana and Andhra Pradesh. Ever questing for growth and inspired by the trust placed in it by all its stakeholders, Bhavan's marches on. In 2012, The college was accredited with 'A' grade by NAAC and it was conferred with Autonomy by the UGC in 2015.

### About the Department

The Department of Commerce was established in 1993 to go beyond the curriculum and develop students to meet corporate requirements. Currently, the department has 23 sections of B.Com (Regulars, Computers & Honors) and an M.Com course with 30 Faculty members and 1350 students. The faculty is actively involved in academic enhancement through the publication of articles, books, presentation of papers in National and International conferences. On the research front, four faculty are working on minor research projects sanctioned by the UGC. Research and teaching go hand in hand. It is imperative to inculcate a research culture among the teaching fraternity. Hence the time is ideal to examine path breaking research techniques that are being applied around the world.

### About the Workshop

The Department of Commerce, Bhavan's Vivekananda College proposes to conduct a three day workshop on Research Methodology and Statistical Analysis which is a comprehensive statistical and Data Management package for Analysts and Researchers. It helps to go beyond describing data in terms of averages and percentages to making decisions about the findings from data being significant or not.

### Methodology

The workshop would include a combination of theoretical lectures and practical hands-on experience for analyzing both quantitative and qualitative data. The workshop is meant for those who are inclined to pursue research, carrying out research projects, writing research articles, guiding student projects and teaching research methodology.

Registration Fees: Rs. 1000 per candidate (includes working lunch)  
Last date for Registration: 10th October, 2016

Program Duration: Three days program - 4 Sessions per day (20, 21, 22, October 2016).  
Venue: Seminar Hall MBA Block

### Enquiry:

Program Director Dr. K. Sreelatha Reddy, HOD. Commerce Mobile No:- 9948078133, Ms.N.PadmaLata, Ph# 9247828419, Ms.LV.Kamala Devi Ph#:7893039358, Website: www.bhavansvc.org

## Schedule for FDP on Research Methodology and Statistical Analysis

DAY 1 - 20 <sup>th</sup> October 2016			
SESSION	TIMINGS		
	9:00 am to 10:00 am	Registration	
	10:00 am to 11:00 am	Inauguration	
	11:00 am to 11:15 am	Tea Break	
SESSION 1	11:15 am to 1:15 pm	Identification of Research Gap & Selection of Problems and Research Design	Prof. A.Vidyadhar Reddy - Director of Centre for Management Studies - NLU
	1:15 pm to 1:45 pm	Lunch Break	
SESSION 2	1:45 pm to 2:45 pm	Data Analysis-Descriptive Statistics	Prof. B. RajaShekhar - Dean School of Management Studies - University of Hyderabad
SESSION 3	2:45 pm to 4:00 pm	Application of Excel in Research	
	4:00 pm to 5:00 pm	Correlation, Regression and testing of Hypothesis	
DAY 2 - 21 <sup>st</sup> October 2016			
SESSION 1	9:00 am to 10:30 am	Sampling and Scaling Techniques (Research Development tools)	Prof. Vishnu Vardhan Rao-Scientist- F.St Dy. Director, NIN- Hyderabad.
	10:40 am to 11:00 am	Tea Break	
SESSION 2	11:00 am to 1:15 pm	Introduction to SPSS- Inferential Statistics Using SPSS and their Interpretation.	Mr. Uday Bhat founder partner, President- nmore.
	1:15 pm to 1:45 pm	Lunch Break	
SESSION 3	1:45 pm to 3:45 pm	Application of Research tools using SPSS	Mr. Uday Bhat founder partner, President- nmore
	3:45 pm to 5:00 pm	Plagiarism and Research Report Writing	Dr. A. Anand Akundty Senior Faculty Member- IPE
DAY 3 - 22 <sup>nd</sup> October 2016			
SESSION 1	9:00 am to 11:00 am	Parametric Tests and non - parametric Tests.	Prof. B. RajaShekhar - Dean School of Management Studies - University of Hyderabad.
	11:00 am to 11:15 am	Tea Break	
SESSION 2	11:15 am to 1:15 pm	Factor Analysis	Prof. V.V. Haragopal- Dept of Statistics Professor & Chairman B.O.S.O.U
	1:15 pm to 1:45 pm	Lunch Break	
SESSION 3	1:45 pm to 3:45 pm	Factor Analysis Using SPSS and their Interpretation.	Prof. V.V. Haragopal- Dept of Statistics Professor & Chairman B.O.S.O.U
	3:45 pm to 4:30 pm	VALEDICTORY	

**Bhavan's Vivekananda College of Science, Humanities and Commerce**

Faculty Development Programme on "Research Methodology and Statistical Analysis" organized by the Department of Commerce

**Summarised Report: Day 1 - 20<sup>th</sup> Oct 2016**

A three day Faculty Development Programme on "Research Methodology and Statistical Analysis" has been organized by the Department of Commerce from 20<sup>th</sup> to 22<sup>nd</sup> of October 2016 at Bhavan's Vivekananda College, Sainikipuri. The delegates of the FDP comprised of academicians, research scholars from various colleges. The following dignitaries graced the opening ceremony of program which commenced at 10am after the process of registrations of delegates in the MBA seminar hall. they are:-

1. Air Cmde (Retd) J.L.N. Sastry, VSM, Vice-Chairman, BVB, Sainikipuri Kendra
2. Col. M. Vijay Rao, Hon. Director, Bhavan's Vivekananda College, Sainikipuri
3. Prof. Y. Ashok, Principal, Bhavan's Vivekananda College, Sainikipuri
4. Prof. Laxman Gaddam, Dean, Dept of Commerce, Osmania University who ( was also the Chief Guest for the Opening Ceremony)
5. Prof. A. Vidhyadhar Reddy, Director of Centre for Management Studies, Nalsar Law University
6. Dr. K. Sreelatha Reddy, Head, Dept. of Commerce, Bhavan's Vivekananda College, Sainikipuri

The program commenced with the lighting of lamp followed with the address by the dignitaries

Dr. K. Sreelatha Reddy, welcomed the gathering and briefed upon the proceedings of the program and discussed that it is imperative to inculcate a research culture and have a continuous updating about the current trends in research among the teaching faculty mainly focusing on the point that teaching and researching need to go hand in hand.

Prof. Y. Ashok, addressed the gathering where he threw light on the norm of enrolling for several Ph.D programs as there is paradigm shift from the past 10 years and the level of difficulty and devotion required to acquire an admission into research activities. Sir extolled the aptness of the topic selected for the faculty development program and its helpfulness to the academicians.

**Col.M.Vijay Rao** motivated the delegates with his thought provoking words which quoted on the act of pursuing any research with utmost sincerity and endless dedication.

**Air Cmde (Retd) J.L.N. Sastry**, addressed the gathering by appreciating the Dept. of Commerce for being well equipped in order to go about conceiving the idea of a Faculty Development Program on Research Methodology and Statistical Analysis. He told that research is an unending tunnel and the scope of conducting it very vast.

**Prof.Laxman Gaddam**, the chief guest for the opening ceremony, addressed the gathering with his message where he explained that how the methodology of research has erupted to new and innovative changes in the world of globalization which has increased the importance and value of the service sector of economies.

The technical session commenced with **Prof. A. Vidhyadhar Reddy**, with his charismatic aura and enthusiastic way of interacting with the delegates captured the attention of everyone present. The session covered the topic of "Identification of Research Gap & selection of problems and Research Design". He focused on the unending process of Research and vitally explained the importance of identifying the problem, and to understand the problem, one needs to clearly define the objectives, examine the sources and conduct a systematic literature review. Besides, the questionnaire needs to have a systematic framework with a proper sequencing of events and the results need to be calculated using an appropriate measuring tool. He also discussed on the importance of selecting an area of study from a massive scope of study in several fields hence making it important to explore the several problems and defining one out of the many problems. He concluded the session with the concepts of Natural and Controlled experimental design, Hypothesis testing, drawing of the accurate inferences, usage of the appropriate statistical tools.

The second technical session commenced after the lunch break at 2:00pm by eminent academician **Prof.B.Rajashankar**, Dean, School of Management Studies, University of Hyderabad on the topic of "Data Analysis- Descriptive Statistics and the Application of MS-Excel in Research". Using the software of MS-Excel, sir showed several untouched aspects and key features which were not commonly known to the delegates, the method of finding out several statistical results in no time. He taught the several tools by which comparisons between the variables of study could be easily calculated and focused on the importance of interpreting the data than the formulaic approach which was absorbed by the delegates with apt attention. He unraveled an innovative and practical approach towards understanding the measures of Central Tendency and measures of Dispersion.

### **Day 2: Session 1-**

Day 2 commenced with the technical session by Dr. M.Vishnu Vardhan Rao, who is a scientist by profession and is currently the senior Deputy Director at the National Institute of Nutrition, Hyderabad. His session covered the topic - "Sampling and Scaling techniques (Research Development Tools)". He began his session focusing on the application and types of variables and averages. He explained about the concept and types of sampling by giving examples through which everyone could easily relate and understand. He also discussed about the Testing of Hypothesis and several ways of calculating the Sample size. The session concluded by an active interaction between the delegates and the speaker which was very fruitful and helped the delegates understand the topic with a lot of clarity.

### **Day 2: Session 2 –**

After a short recess, the second technical session was conducted by Mr.Uday Bhate, founder partner and President of Nmore. He is an alumnus of IIM, Ahmedabad. The session was conducted in the BCA computer lab where, the delegates were introduced about application of the SPSS (Statistical Package for Social Sciences) software, which is one of the most renowned tools in the current scenario to analyze several variables of data, calculate the percentage comparisons between them and determine the different scales. He taught about the concept of Factor Analysis on the scale of variables, in a lucid manner. He also explained to the delegates about several tools of the software to calculate the frequencies among the variables in order to fetch the most accurate results with a less error percentage.

**Day 2: Session 3 –** The final technical session was conducted by Dr.A.Anand Akundy, a senior faculty at the Institute of Public Enterprise,Osmania University. The main topic of the session was "Plagiarism and Research Report Writing" where he explained about the importance of a research report to the research itself. He devised several ways through which we could discover, identify and focus on a researchable topic. More importantly, he also discussed ways on how we need to develop a research question which is quite vital in order to generate prudent solutions. In the latter half of the session, Dr.Anand Akundy threw light on the effects of plagiarism while conducting a research and listed out several measures through which academicians and students can come up with acclaimed research journals.

### **Day 3: Session 1:**

Day 3 of the Faculty development program began with the technical session which was conducted by Prof.B.Rajahekhar on the topic of "Parametric and Non-Parametric Tests". He devised innovative ways in order to find the significant difference between the variables by using the statistical concept of Correlation coefficient in the MS- Excel application. He also discussed about the phenomenon of Normal distribution covering the study of the one tail and two tail tests through computer generated graphs. In addition, he also helped develop our own normal distribution table using the "What-if" tool in MS-Excel. With an expertise in the subject of testing of hypothesis, he explained several practical examples which sharpened the minds of the delegates in order to clearly distinguish between accepting and rejecting a hypothesis with the existence of errors.

Day 3:Session 2:

Following the 1<sup>st</sup> session, the next technical session was conducted by Prof.V.V.Haragopal, Professor, Department of Statistics and Chairman - Board of Studies, Osmania University. The topic taken by him was "Factor Analysis". The session commenced with the study of a questionnaire with a detailed explanation about the importance of conducting a significant analysis of the factors under study. He discussed about the concept of Factor Analysis stating that the said analysis is not a reduction of factors but a reduction in dimensionalities and searching for the commonality in order to rate it based on highest preference. In addition, he also explained about the Principal Component analysis, Data Matrix of scattered variables through 3-D graphs and calculation of Eigen vectors using the SPSS software. Prof.Haragopal's vast experience helped the delegates learn newer ways to interpret the behavior of factors with respect to particular data.

K. Srinivas