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THE AMERICAN COLLEGE

AMERICAN SCHOOL OF BUSINESS ADMINISTRATION

MADURAI

WORKSHOP ON APPLIED BUSINESS RESEARCH

Presidential address
Dr. M. Davamani Christober
Principal and Secretary.

Inaugural address
Dr. Albert Christopher Dhas
Director - MBA.

Resource person
Dr. N. Venkatesa Kumar
Associate Professor,
Dept of Management Studies,
Pondicherry University.

Date
17 & 18, February , 2017
Venue
B1 Hall, The American college

Applied Business Research on 17 & 18 February 2017

VENUE : B-1 HALL, THE AMERICAN COLLEGE

DATE : 17TH& 18TH MARCH, 2017

RESOURCE PERSON -Dr. N.VenkatesaKumar, Associate Professor, Department of Management, Pondicherry University

PARTICIPANTS :M.Phil scholars, I & II MBA students, Faculty .

TOPIC :- APPLIED BUSINESS RESEARCH

17/02/2017

The workshop was commenced with a prayer by Mercy Monica, Aarthy Caroline Lydia - MBA students.

Dr. M. DavamaniChristober , Principal & Secretary was greeted and presented with a memento by Dr. S. Raju, Director ASBA . Dr. Martin David, Campus Director – Satellite campus was also welcomed. The programme was highlighted by the presence of Dr. G.C. Abraham, Dr. Helen Rathna Monica, Bursar. Dr. M. DavamaniChristober delivered the inaugural address. Dr.S,Raju presented memento to all the dignitaries. The Principal stressed the origin and importance of SPSS for the management students. He added that this workshop would throw insights on the data mining, data analysis in arena of statistics and mathematics. The Principal also highlighted the career avenues for SPSS. Before concluding the inaugural session, the Principal distributed the certificates to the participants. The resource person profile was read by Ms.Sushmitha Sun, I MBA

Dr. N.VenkatesaKumar started the technical session with a brief introduction. He explained the SPSS with the fundamentals of data entering . Sessions were being conducted on fundamentals as percentage analysis, Testing of hypothesis, t-test.

18/02/17

Topics related to univariateanalyais as ANOVA, MANOVA, Chi-Square test and correlation , regression and MDS as multivariate analysis were taught to the participants. Qualitative research based on Thematic Apperception test, word analysis were also explained.

Feedback were collected from the participants. The students opined that this programme was very much useful to them , as it was related to their research methodology concepts. Dr. S.Raju, Director acknowledge the faculty members Mr. Arul Jeevaraj, Mr.Vignesh, Mr. Kannan, Mrs. LeenaJenefa, Mr. Vijay Mallik Raja and Mr. Jackson Gunaraj for their contribution towards the workshop. Vote of Thanks was proposed by Ms. SakthiGowri – I MBA and the programme was concluded with the National Anthem.

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