



# PSGR KRISHNAMMAL COLLEGE FOR WOMEN

## College of Excellence

(An Autonomous Institution, Affiliated to Bharathiar University)  
(Reaccredited with 'A' Grade by NAAC, An ISO 9001:2008 Certified Institution)  
Peelamedu, Coimbatore-641004



## Skill development for Business Research

### Department of MBA



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#### DEPARTMENT OF MANAGEMENT

#### PROGRAMME CARD

Date: 3.11.2016 - 5.11.2016

Venue: Chandra seminar Hall

Prayer Song

Welcome Address

Topic : "Skills Development for Business Research"

Chief Guest : Dr. J. Anitha and Dr. B. Sripirabaa,  
Associate Professors,  
Department of Management,  
PSGR Krishnammal college for Women.

Time : 9:30 A.M To 4:30 P.M

Vote of Thanks

National Anthem

Date	Topics
3.11.2016	1) Introduction, identifying the research gap, using online databases for collecting reviews, writing literature review, Developing and validating the research information. 2) Selecting appropriate statistical tools for analysis, Univariate Data Analysis using SPSS
4.11.2016	1) Factor Analysis correlation, Regression 2) Structural Equation Modelling -SPLS
5.11.2016	1) Structural Equation Modelling -AMOS (CFA) 2) Structural Equation Modelling -AMOS(Model validation, Mediation, Moderation)

Signature of the Faculty Coordinator



## Department of Management, PSGR Krishnammal College for Women

### SKILLS DEVELOPMENT FOR BUSINESS RESEARCH, NOVEMBER 3-5, 2016

#### **BACKGROUND**

Research is a precursor in management education and thereby the need arises for faculty to update their knowledge on management issues and concerns periodically. Research orientation among faculty is a pre-requisite for survival and professional growth in the academia, more particularly in the field of higher education. Research enhances the teaching capability of educators as it bridges theory and practice and hence has a unique importance in the academic activities. Institutions have realized the need to imbibe among faculty the 'research culture' and are looking upon research activities as an investment rather than a cost, since research outcomes contribute to the intellectual capital of the institution. To undertake research, knowledge of the Research Methodology and Research Process in theoretical as well as applied perspectives is necessary. Hence the present programme attempts to enhance the research skill set of the faculty.

#### **PROGRAMME OBJECTIVES AND COVERAGE**

This programme aims to provide participants with an insight into the methodology, meticulously applying appropriate research process for their current and future research endeavors. This FDP will address some of these issues and serve as a forum to expose faculty members and research scholars in

- Identifying the research gap
- Using Online databases for collecting reviews and Writing literature review
- Developing and Validating the research instrument
- Selecting appropriate statistical tools for analysis
- Data processing and statistical analysis using statistical packages including SPSS; SPLS and AMOS
- Training in analysing and writing inferences for tests using the above tools.

#### **RESOURCE PERSONS**

Dr J Anitha and Dr B Sripirabaa, Associate Professors, Department of Management, PSGR Krishnammal College for Women.

**PROGRAMME SCHEDULE**

DATE	FORENOON 9.30am - 12.45pm	AFTERNOON 1.30 - 4.30pm
Thursday November 3, 2016	Introduction, Identifying the research gap, Using Online databases for collecting reviews, Writing literature review, Developing and Validating the research instrument	Selecting appropriate statistical tools for analysis, Univariate Data Analysis using SPSS
Friday November 4, 2016	Factor Analysis Correlation, Regression	Structural Equation Modelling - SPLS
Saturday November 5, 2016	Structural Equation Modelling - AMOS (CFA)	Structural Equation Modelling - AMOS (Model Validation, Mediation, Moderation)

Tea Break - 11.00 to 11.15 AM and 3.00 to 3.15 PM

Lunch Break - 12.45 to 1.30 PM

35 participants attended the programme.

Signature of Coordinator

Dr. B.SRIPIRABAA, BE, MBA, Ph.D.,  
Associate Professor,  
Department of Management,  
PSGR Krishnammal College for Women  
Peelamedu, Coimbatore- 641 004.

Signature of Director



## **Resource Person**

1. Dr.B.Sripirabhaa

Associate Professor,

Department of Management,

PSGR Krishnammal College for Women

Coimbatore.

2. Dr. J.Anitha

Associate Professor,

Department of Management,

PSGR Krishnammal College for Women

Coimbatore.