Jaypee Business School

A Constituent of

Jaypee Institute of Information Technology

(Declared Deemed to be University u/s 3 of UGC Act.)

A-10, Sector 62, NOIDA, 201309, INDIA   www.jbs.ac.in

COMPETENCY DEVELOPMENT PROGRAMME

BUSINESS RESEARCH AND ANALYTICS
JUNE 19-24, 2017

About the Programme

Changing business environment has challenged conventional business practices to maintain competitive advantage for organizations. To manage business organizations it is necessary to develop competencies that will help them understand and predict uncertainty. It is only possible through progressive research and analysis. Research competency helps in data handling, forecasting, and problem solving, thereby helping to approach the business and research problem in a systematic way.

The rise of Bigdata analytics is helping the world economy and business at large for more predictable behavioral pattern of consumers. Business Research and Analytics programme is designed for those management/ research professionals who are interested in research or conducting research for enhancing knowledge in business and management, social sciences, and also for those working in contemporary areas of management to use business analytics for better decision making in their respective organizations.

Programme Coverage

Introduction to Research and Analytics	• Overview of Research and Analytics in Management • Research Proposal • Research Methodology	• Lecture • Presentation • Discussions
Research Design, Data & Sample Design	• Research Designs • Sampling Techniques • Measurement Scales • Questionnaire Development	• Discussion • Hands-on • Exercises
Data Screening and Management	• Creating and Editing Data File • Computing New and Recoding Variables • Selecting and Sorting Cases • Merging Files • Dealing with Missing values	• Discussion • Hands-on • Exercises
Data Analysis	• Hypothesis Testing: Parametric and Non-Parametric Tests • Factor Analysis, Cluster Analysis & Discriminant Analysis • Correlation and Regression Analysis	• Discussion • Hands-on • Exercises
Advanced Data Analysis	• Multiple Regression Analysis • Confirmatory Factor Analysis • Structured Equation Modeling	• Discussion • Hands-on • Exercises
Data Visualization	• Basics of Communicating Data • Introduction to Tableau • Data Visualization for different data types	• Discussion • Hands-on • Exercises
Scientific Reporting	• Technical and Managerial implications • Plagiarism and report writing	• Discussion

Who Should Attend

The programme is beneficial for executives working in research and consulting organization as well as faculty members and research scholars in academic institutions. **Preferably bring your laptop for effective use of resources during and after the programme.**

Time and Venue

One week programme on Business Research and Analytics will be held at Arya Bhatt Bhawan-II of Jaypee Business School from **10:00 am to 5:00 pm** during 19-24 June 2017**.**

Learning Outcomes

After attending the programme, participants will acquire:
- Understanding need for research in business and management
- Familiarity with research process and methodology
- Developing skills for review of literature, rationale and research objectives
- Understanding of hypotheses formulation and testing
- Knowledge about data collection and preparation
- Presentation of data both in visual and inferential format
- Application of tools and techniques in business research and analytics
- Hands-on SPSS, AMOS and Tableau software
- Scientific Reporting

Programme Fee & Registration Process

Registration should be made in the prescribed form attached separately with the brochure. The interested institutions/organizations can nominate their executives / faculty member /scholars and sponsor their participation. Individuals can also attend the programme after sending the completed registration form along with the fee. Filled-in forms can be scanned and send through email **programs.jbs@jiit.ac.in** for or through post at the address mentioned below, latest by June 10, 2017.

The registration fee per participant for the programme is:

Industry Professionals	Rs. 2500.00
Academicians	Rs. 2000.00
Research Scholars	Rs. 1500.00

Limited accommodation is available for participants on first-cum-first serve basis, to be provided on an additional charge of Rs. 1200/- (Single Occupancy) and Rs. 500/- per day (Twin-sharing basis) including meals on campus.

Maximum number of registered participants is restricted to 30

The fee includes:
- Certificate of participation
- Resource Material
- SPSS Trial Version by IBM-SPSS
- Lunch and refreshments

The registration fee should be sent in advance through Demand Draft in favour of **Jaypee Business School**, payable at Noida. The fee is inclusive of service tax.

Resource Persons

Dr. Naseem Abidi has 25 years of academic and government experience. He started his career as software professional with National Informatics Centre (NIC), Government of India. Later he joined academics and taught in leading B-Schools in India and abroad. He has excellent academic record with university ranks and gold medal. His area of interest includes research methods, Sustainable Supply Chain Management, management science and operations management. He is actively involved in research committees, boards, workshop, seminar and FDPs in the field of business and management.

Dr. Rajnish Kumar Misra has been in academics for 18 years, associated with premier B-School including IIMs. He is actively involved in behavioural science research especially in the area of people management and psychology. He has conducted projects and FDPs sponsored by AICTE. He is expert in scale/survey development and psychological testing. Dr. Misra specializes in the domain of factor analysis, reliability testing and validation of questionnaire, structured equation modelling using SPSS and AMOS.

Dr. Moonis Shakeel has over 12 years of experience both in Corporate and in Academics. He has worked in reputed organizations such as CMIE and Evalueserve in the area of Economics and Quantitative Investment Research. He also worked with various ministries and government bodies, Planning Commission and Ministry of IT. His domain expertise is in Bigdata Analytics, Business Intelligence and Analytics, Predictive Modelling, Text mining and Analytics using specialized software that includes Hadoop, Hive, Pig, Flume, Sqoop, R, Rattle, lattice, ggplot, Eviews, SPSS, Microstrategy, and Tableau.

Mr. AV Surya is a senior executive with over 23 years of experience, providing marketing research insights for clients in various sectors including FMCG, Auto, Retail and Finance. Currently he is CEO, Kanter Public Affairs (formerly IMRB International) servicing client in India and South Asia like Unicef, World Bank, Bill & Melinda Gates Foundation. He is academically associated with universities and business schools in India and abroad, such as Oxford University and London School of Economics.

Jaypee Business School (JBS)

JBS started in the year 2007 as a constituent of Jaypee Institute of Information Technology (JIIT) and is one amongst the new generation business schools in India. The mission of JBS is "to prepare and produce competent, passionate and market centric professionals who can manage human resources, business operations and ensure world class quality practices".

Programmes at JBS

JBS offers two years full time Masters in Business Administration and Ph.D. Programme in Management. The salient feature of MBA programme lies in its uniqueness of grooming and developing socially sensitive business managers and entrepreneurs through range of core and elective courses, workshops, corporate internship and social entrepreneurship course followed by social internship. It is among the few Indian B-Schools that can boast of its state-of-the-art resources. JBS faculty are all respected professionals who have been recognised for their achievements in their respective fields.

The JBS also offers Ph.D programme in management focusing on contemporary business, management and social issues. Only full time scholars are encouraged with scholarship on a monthly basis. The programme is quite rigorous as the scholars are expected to undertake stipulated course work and present their progress every 6 months in the Review Seminar before the Doctoral Program Monitoring and Advisory Committee (DPMAC). The scholars are required to take up intensive research work under the guidance of a supervisor on a specific topic leading to submission of thesis for award of the degree.

Jaiprakash Sewa Sansthan

Jaypee Group has always believed in "growth with a human face" and to fulfil its obligations it has set up Jaiprakash Sewa Sansthan (JSS), a 'not-for-profit trust' which primarily serves the objectives of socio-economic development, reducing the pain and distress in society.

For over 5 decades now, Jaypee Group has supported the socio-economic development of the local environment in which it operates and ensures that the economically and educationally challenged strata around the work surroundings are also benefited from the Group's growth by providing education, medical and other facilities for local development.

JSS has translated its social responsibility into reality by building up schools and training institutes that cater to the needs of providing quality education to the masses. The trust also helps in times of natural catastrophe to reach the affected communities in distress.

The JIIT was established under the aegis of Jaiprakash Sewa Sansthan (JSS) set up in the year 1993. The trust has planned to take the vision of service to society through quality education to the masses. The group currently offers education through 4 universities, 32 schools, 1 B.Ed. College, 1 Polytechnic, 1 PG colleges, 5 ITI's, 1 Advanced Skill Development Center, catering to learning of over 30,000 students across the spectrum of the learning curve.

Dr. Moonis Shakeel
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