

**Govt.College Mokeri**  
**Department of Commerce**  
**Three Day National Work Shop on:**  
**“ANALYTICAL TOOLS IN BUSINESS RESEARCH”**

Department of Commerce, Govt. College, Mokeri conducted a National level work shop on the topic " Analytical Tools in Business Research " on 7<sup>th</sup>, 8<sup>th</sup>, 9<sup>th</sup> December **2017**. Faculties, Research scholars, PG students and all other stakeholders were invited to participate in the work shop. Dr. Ravanan., Head, Department of statistics, presidency college lead the work shop. 40 students participated in the seminar programme.



  
**PRINCIPAL**  
**GOVT. COLLEGE MOKERI**

**Government College Mokeri**  
**Department of Commerce**  
**Report – National Workshop Dec 2017**

The Department of Commerce, Govt. College Mokeri, has conducted a three days national level workshop on the topic “**Analytical tools in Business Research**” on 07<sup>th</sup> and 08<sup>th</sup> and 9<sup>th</sup> Dec 2017 at college seminar hall.

The core areas covered under the broad title are given below.

- Statistical concepts and its applications
- Steps in analyzing data with SPSS
- Statistical techniques in univariate and bivariate analysis using secondary data
- Non parametric test
- Multivariate analysis
- Statistical Equation Model(SEM) using AMOS
- Confirmatory factor analysis using AMOS

**Resource person associated with the seminar:**

**Dr. R Ravanan, Associate Professor and Head, Department of Statistics-  
Presidency college Chennai**

In the first day (07/12/2017), the proceedings of the workshop commenced sharply at 8.30 am. with the registration of the participants. Inaugural function was started at 9.00 am Sri. Vineesh A K, Co-ordinator of the Workshop delivered the welcome address. Dr. Meera P K, Principal of the college presided the function. The three days national Workshop is formally inaugurated by Dr. Ravanan, Chief resource person of the workshop. After the inauguration, Dr. Ravanan has delivered the keynote address. Felicitation speeches are delivered by various department heads viz. Prof. Soopy (Department of Statistics & Vice principal), Dr. Arun lal (Department of English) and Mr. Ashraf K K (Department of History) Ms. Harshadas, Guest lecturer in Commerce Delivered the Vote of thanks.


After the inaugural ceremony, the first technical session started sharp at 9.30 am. Around 40 participants from national level and nearby colleges were attended the workshop.

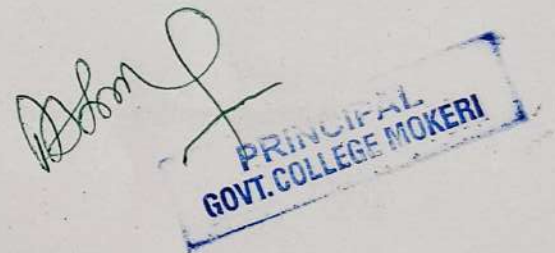
Topics covered

- Statistical concepts and its applications
- Steps in analyzing data with SPSS
- Statistical techniques in univariate and bivariate analysis using secondary data
- Non parametric test
- Multivariate analysis
- Statistical Equation Model(SEM) using AMOS
- Confirmatory factor analysis using AMOS

Place:

Date:

  
Sri. Vineesh A K  
Seminar Co-ordinator,





**Day One (7-12-2017) Thursday**

Topics to be covered

1. Statistical concepts and its applications
2. Steps in analyzing data with SPSS
3. Statistical techniques in univariate and bivariate analysis using secondary data
4. Non parametric test

**Day 2 8-12-17 Friday**

Topics to be covered

1. Multivariate analysis
2. Statistical Equation Model(SEM) using AMOS
3. Confirmatory factor analysis using AMOS

**Day 3 9-12-17 Saturday**

Practical sessions

1. Preparation of questionnaire
2. Workout exercise

THREE DAY NATIONAL LEVEL WORKSHOP ON THE TOPIC  
" **ANALYTICAL TOOLS IN BUSINESS RESEARCH** "  
on 7th , 8th and 9th December 2017



**GOVT.COLLEGE MOKERI**

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Sponsored by



Directorate of Collegiate Education  
Govt. of Kerala

PRAYAG PBLA - 201003B

**PROGRAMME SCHEDULE**

Day One (7-12-2017) Thursday

8.30 am to 9.30 am	:	Registration
9.30 am to 10.30 am	:	<b>Inaugural Session</b>
Prayer	:	
Welcome speech	:	<b>Sri. Vineesh A K</b> (HOD Commerce)
Presidential Address	:	<b>Dr. Meera</b> (Principal GC Mokeri)
Inauguration	:	<b>Dr. R Ravanan</b> (Prof. Head Dept. of Statistics, Presidency college Chennai)
Falicitations	:	<b>Prof.P. Soopy</b> (Vice principal GC Mokeri) <b>Dr.Arun Lal</b> (IQAC Co ordinator)
Vote of Thanks	:	<b>Ms.Harshadas M P</b> (Faculty of Commerce)

Dear sir/ Madam,

Department of Commerce, Govt. College Mokeri is organizing a three day national level workshop on the topic "Analytical tools in business research" on 7th , 8th and 9th December 2016, sponsored by Directorate of collegiate education, Govt. of Kerala, Thiruvananthapuram. The workshop intends to develop conceptual clarity and practical ability among the participants in handling analytical tools and techniques, which are widely used in Business Research. We welcome academicians, teachers and research scholars to participate and update their skills.

Prof. Vineesh A K  
HOD Commerce

Dr. Meera P.K.  
Principal

## Program Schedule

### Day 1 – 7<sup>th</sup> Dec. 2017 Thursday

Registration : 8.30 – 9.00

Inaugural session : 9.00 – 9.30

Prayer

Welcome speech : Sri. Vineesh A K (HOD Commerce)

Presidential Address : Dr. Meera (Principal GC Mokeri)

Inauguration : Dr. R Ravanan(Prof.Head Dept.of Statistics,Presidency college Chennai)

Falicitations :1 Prof.P.Sooppy(Vice principal GC Mokeri)

2 Dr. Arun Lal(IQAC Co ordinator)

Vote of Thanks :Ms.Harshadas M P(Faculty of Commerce)

### Day 1 7-12-17 Thursday(9.30 TO 4.30)

Topics to be covered

1. **Session 1**(9.30 to 11) Statistical concepts and its applications
2. **Session 2** (11.15 to 12.45) Steps in analyzing data with SPSS
3. **Session 3** (1.30 to 3.00) Statistical techniques in univariate and bivariate analysis using secondary data
4. **Session 4** (3.15 to 4.45) Non parametric test

### Day 2 8-12-17 Friday (9.30 TO 4.30)

Topics to be covered

1. **Session 1&2**( 9.30 to 12.45)Multivariate analysis
2. **Session 3** (1.30 to 3.00)Statistical Equation Model(SEM) using AMOS

3. **Session 4** (3.00 to 4.30) Confirmatory factor analysis using AMOS

Day 3 9-12-17 Saturday(9.30 TO 4.30)

Practical sessions

1. Preparation of questionnaire
2. Workout exercise



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PRINCIPAL  
GOVT. COLLEGE MOKERI



**GOVT. COLLEGE  
MOKERI**  
**DEPARTMENT OF COMMERCE**



Three days National level Workshop on the topic  
**" ANALYTICAL TOOLS IN  
BUSINESS RESEARCH"**  
on 7th , 8th and 9th December 2017



**Certificate**

Certified that *Mr./ Ms./ Dr. ....*  
*.....* has Participated  
in the *Three-days National level workshop on the topic "Analytical  
tools in business research"* Organized by the Department of  
Commerce, Govt. College Mokeri sponsored by the Directorate of  
Collegiate Education, Govt. of Kerala on on 7th, 8th and 9th  
December 2017.

Co-ordinator



Principal