Department of Commerce & Business Management
Faculty of Commerce & Management
In association with
Internal Quality Assurance Cell (IQAC)
Integral University, Lucknow

One Week Professional Development Programme on Research Methodology & Quantitative Techniques
(06th– 11th July, 2019)

Programme Schedule

Venue: Integral University, Lucknow (UP)

Day	Date	Session I (9:15 – 10:45 a.m.)		Session II (11:00 a.m. – 12:30 p.m.)		Session III (1:15-2:45 pm)
1.	06-07-19	Introduction to Research, Identification of Research Problem Doing Systematic review of literature & Managing References **(MS)**	Break	Developing Research, Objectives Identification of Research Gap Research Philosophy & Ethics **(MS)**	Break	Hypothesis formulation, Setting of Alternate Hypothesis Identification of Variables **(MS)**
2.	08-07-19	Sample Size Calculation & Techniques Data Collection: Primary & Secondary, Designing Questionnaire **(RP)**		Various Scaling & Measurement Techniques, Significance & Implementation of Pilot Survey, Sampling Design & Procedure Reliability & validity test of questionnaire **(RP)**		Data Preparation using MS Excel & SPSS. Data Entry , Merging cases & variables Data Screening & Data Editing, Data Cleaning, Data sorting & Dealing with missing values. **(RP)**
3.	09-07-19	Introduction to various statistical tools/packages. Hypothesis testing methods, What are Parametric and Non-Parametric techniques? **(SMK)**		Pathways to statistical analysis, Univariate & Bivariate (t-test ANOVA, Z-Test or F-test) **(SMK)**		Introduction to Multivariate Analysis Overview of SPSS: create, manipulate, recode, compute variables and merge files **(SMK)**
4.	10-07-19	Data Screening, distribution and transformation. Correlation and Multiple Linear Regressions. **(SMK)**		Multivariate Data Analysis: Test standardization (Reliability, validity, norms) Exploratory Factor Analysis. **(SMK)**		Overview of AMOS, Introduction to structural EquationModelling(SEM) **(SMK)**
5.	11-07-19	Path Analysis Using AMOS Confirmatory Factor Analysis using AMOS **(SMK)**		Multiple Regression Analysis using AMOS Moderation Analysis using SEM **(SMK)**		Mediation Analysis using (Process developed by Andrew F.Hayes and SEM)Q & A Session **(SMK)**

Resource Person:-

- MS: Prof. Masood Siddiqui, Jaipuria Institute of Management, Lucknow
- RP : Prof. Rajeev Pandey, Department of Statistics , Lucknow University, Lucknow
- SMK: Dr. Shah Mohd. Khan, Associate Professor, Department of Psychology, AMU, Aligarh