



K.S. School of Engineering and Management

Kanakapura Road, Bengaluru -560109

Department of Management Studies (MBA)

Session: 2021-22 (EVEN Semester)

IV Semester, MBA. Batch: 2020-22

REPORT ON WORKSHOP

Event name: Workshop

Topic: Application of Statistical tools in Business Management

Date and time: Monday, 13th May, 2022, 9:30 am

Targeted audience: IV semester MBA students & Faculty members

Resource Person: Dr. Tamizharasi, Associate Professor and Dean – R&D, RNS institute of Technology. Bengaluru.

Venue: Computer Lab, Department of Management Studies, KSSEM

Event Coordinator: Arundathi K L

The workshop on “**Application of Statistical tools in Business Management**” was conducted for IV Sem MBA students and for all faculty members of MBA. 28 students and 6 faculty members participated in the session. Introduction about the session, Welcome speech and Guest speaker Profile was presented by Ms. Kruthika.

The session was started giving broader idea of Hypothesis, it's types, Variables, statistical tools, and in detail by resource person Dr. Tamizharasi. Madam also guided students to how to identify the variables. Students were asked to identify the variables.

Individual reports were verified by the resource person and correction was done wherever it was necessary. Guided students to collect Sample data was shared with students to show analysis using SPSS. The various statistical techniques like t- test, paired t - test, Z- test, Chi square, ANOVA, MANOVA were introduced and shown how to perform using SPSS software. Guided students to interms of result analysis and interpretation.

Hands-on session was given to students to gain broader perspective of the project and also inputs were given to convert Empirical project into Research paper for Journal publication.

This program will assist students to Test the hypothesis, analysing the Results using SPSS in the areas of Finance, Human Resource and Marketing. Develop Research Paper from the Project Work.

This workshop will use a variety of proven learning techniques to ensure maximum understanding, comprehension and retention of the information presented.

There was active participation from students throughout the Session. Feedback was shared by few students. The session was concluded with Vote of thanks by Ms. Geethanjali.

Poster:



KSSEM

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Department of Management Studies

WORKSHOP

on

“Application of Statistical tools in Business Management”

By

Dr. Tamizharasi

Associate Professor and DearR&D

R N S Institute of Technology, Bengaluru

Monday, 13th June, 2022, 9:30 am

Venue: Computer Lab, 1st Floor, A-Block, KSSEM.

Project Coordinator
Mrs. Arundathi K L

HOD – MBA
Dr. Shekar H S

Principal / Director
Dr. K Rama Narasimha

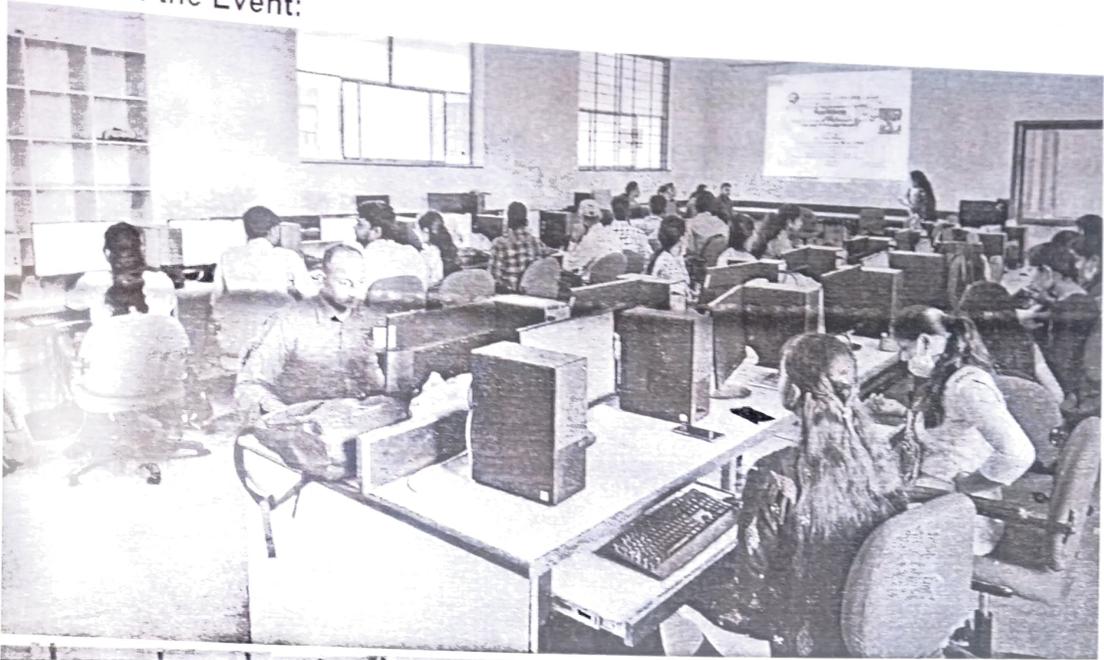


Social Media link:

Department Instagram: @kssem.mba

Department LinkedIn page: <https://www.linkedin.com/in/kssem-mba-department-394b50211>

Photos of the Event:



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FLOW OF EVENTS:

9:00 am to 9:05 am	----- Guest Arrival
9:15 am to 9:30 am	----- Refreshments/ Faculty Introduction/ Networking
9.30 am to 9.35 am	----- Guest Introduction
9.35 am to 11:00 pm	----- Overview of the theoretical concept
11.15 am to 11.30 am	----- Short Break
11.15 am to 01.15 pm	----- Hands on Session
02.00 pm to 03:30 pm	----- Development of Paper from Project Work
03.30 am to 03.35 am	----- Conclusion and thanking the Resource Person

PROFILE OF THE SPEAKER:

Dr TAMIZHARASI, MBA, PhD.

Associate Professor and Dean – R&D, RNSIT, Bengaluru.

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LinkedIn id: www.linkedin.com/in/dr-tamizharasi-d-1b657a20



Dr. Tamizharasi has 21 years of academic and research experience in the area of finance and social science. Her primary areas of interest include capital market, portfolio management, risk management and social science. Her teaching interest includes Investment and Portfolio Management, Risk Management, International Financial Management, Entrepreneurship development and Research methodology. Completed two Research Projects sponsored by ICSSR, Ministry of HRD, New Delhi on Effect of women Empowerment in corporate sector of India sponsored by ministry of ICSSR and "leveraging policy measures to strengthen the role of rural women in farm management and Land operation practices of women Farmers in South India" Currently one ongoing research project on "Entrepreneurship through startups in Engineering Institutions: Current Status, Outcomes, and Needed Impetus" sponsored by VTU. She uses empirical and econometric tools in her research. Some of her work published in peer reviewed Journals.


Workshop Coordinator
Mrs. Arundathi K L


HOD – MBA
Dr. Shekar H S


Principal / Director
Dr. K Rama Narasimha
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