

## About BSA Crescent Institute of Science & Technology

B.S Abdur Rahman Crescent Institute of Science and Technology is a renowned quality leadership institution located at the greenest spot in Chennai near Tambaram. Through its long history of 36 years of excellence, the institution has offered access to a wide range of academic opportunities. With 56 programmes, grouped under 12 different schools, 33 undergraduate programmes, 23 post graduate programmes and PhD (in all departments), the institution is a rising stalwart in higher education with promising quality, security and placement. We welcome students from all countries and our educational programmes are designed to equip the learners with virtual knowledge that helps them to achieve what they want to be and go where they want to go in the ladder of success.

### .About Crescent School of Business

Crescent School of Business, (CSB) is a re-imagined Management and Business school in Chennai, offering a world-class education to the brightest young minds in the country. Education at CSB has been designed to suit the needs of the new economy, with experiential learning, critical thinking, professional mentorship, in and out of classroom learning and industry collaboration at the very core of its structure. Students go through a focused curriculum which blends experiential learning and academic instruction led by experienced academic and practitioner faculty.

## Faculty Development Programme (FDP)

This FDP is intended to empower faculty members and research scholars in Management and Social Sciences with hands on training experience on various tools and techniques employed in analyzing both quantitative and qualitative data.



### Objective

**"Empowering Educators with Proficiency in Data Analysis"**

The objective of this FDP is to equip participants with a comprehensive understanding of data analysis tools and techniques. This FDP aims to enhance participants' capacity to integrate data driven insights into their teaching, research, and decision-making processes, contributing to improved scholarly output, evidence based pedagogy, and advancement of their academic institutions.

### Expected Outcome

By the end of the program the participants will be able to proficiently navigate and utilize various statistical software packages, apply a diverse range of data analysis methods, and effectively interpret and communicate research findings.



**Crescent School of Business  
B.S. Abdur Rahman Crescent Institute of  
Science and Technology. Chennai**

Organises

**One week ATAL**

**Faculty Development Programme  
(FDP)**

on

**Data Analysis Techniques for Qualitative  
and Quantitative Research**

**January 3 – 10, 2024**

**Venue**

**Seminar Hall, Crescent School of Business**

### Topics to be covered

Qualitative Techniques – NVivo

- Using NVivo for Qualitative Research : Import, Organize and Explore

Quantitative Techniques – SPSS, AMOS, Smart PLS and Jamovi

- Statistical Concepts and its application
- Analysis of data using SPSS, Smart PLS and Jamovi
- Statistical techniques in univariate and bivariate analysis using secondary data
- Multivariate analysis
- Structural Equation Model using AMOS
- Confirmatory Factor Analysis using AMOS

### ELIGIBILITY

- The programme is open to all the faculty members, research scholars of AICTE affiliated institutes & industry delegates

### REGISTRATION PROCEDURE

- Registration has to be done only through

<https://www.aicte-india.org/atal>

**No Registration Fee**

### GUIDELINES

- The number of participants is limited.
- The FDP will be in offline mode only
- Selection will be made on first come first serve basis (subject to fulfilling the eligibility criteria)
- There will be a test at the end of the program.
- Digital Certificates will be available for download by the participants who secure a minimum of 80% attendance, minimum of 70% marks in assessment and given feedback on ATAL portal.

### IMPORTANT DATES

Last date for submission of application 25th December 2023

Participants will be intimated on or before 27th December 2023

FDP dates: January 3-10, 2024

### Resource Persons



#### Dr. R. Ravanan

Joint Director of Collegiate Education  
Chennai Region  
Tamilnadu



#### Dr. M. Ramakrishnan

Associate Professor  
Department of Mathematics  
RKM Vivekananda College  
Chennai



#### Dr. Jayanth Jacob

Professor  
Department of Management Studies  
Anna University  
Chennai



#### Dr. Harindranath R.M.

Associate Professor  
School of Management  
SRMIST - Ramapuram Campus  
Chennai



#### Mr. Vijayalaya Srinivas T.

Head - Psychology  
CHRIST (Deemed to be University)  
Bengaluru

### Chief Patrons

Prof. Dr. T. Murugesan

Vice-Chancellor

B.S.A Crescent Institute of Science & Technology

Dr. N. Thajuddin

Pro-Vice Chancellor

B.S.A Crescent Institute of Science & Technology

### Patron

Dr. N. Raja Hussain

Registrar

B.S.A Crescent Institute of Science & Technology

### Convener

Dr. K. Srinivasan

Dean - Crescent school of business

B.S.A Crescent Institute of Science & Technology

### Coordinator

Dr. S. Panboli

Professor

Crescent School of Business

B.S.A Crescent Institute of Science & Technology

Chennai – 600048

Ph: 9790925614

E-Mail: panboli@crescent.education

### Co-coordinator

Dr. J. Hemalatha

Associate Professor

Crescent School of Business

B.S.A Crescent Institute of Science & Technology

Chennai – 600048

Ph: 9080339523

E-Mail: hemalathaj@crescent.education

