ANNOUNCEMENT

SHORT TERM COURSE

On

Research Methodology: Tools and Techniques
(13-15 April, 2012)

ORGANIZED BY

Department of Management Studies
Indian Institute of Technology Roorkee
Roorkee

&

Continuing Education Centre
Indian Institute of Technology Roorkee
Roorkee – 247 667
Uttarakhand

OBJECTIVES

To help those who are pursuing / about to register themselves for Ph.D. degree

To help teachers of UG and PG programs in management and engineering institutes

To impart knowledge of tools and techniques of decision making to Ph.D. scholars of various management and engineering institutes.

To establish and strengthen links with research institutes and organizations working in the area of market research.

COURSE CONTENTS

The information available for decision making exploded in recent years, and will continue to do so in future, probably even faster. Some of the information can be analyzed and understood with simple statistics, but much of it requires more complex, multivariate statistical techniques to convert these data into knowledge. Multivariate analysis techniques are popular because they enable organizations to create knowledge and thereby improve their decision making. Multivariate techniques are extension of univariate analysis and bivariate analysis.

- Introduction to research methodology
- Measurement and scaling
- Introduction to hypotheses testing
- Cross Tabulation
- One and two sample tests
- Regression and correlation analysis
- Factor Analysis
- Multiple Discriminant Analysis and Logistic Regression
- Cluster Analysis
- Multi Dimensional Scaling
- Conjoint Analysis
- Structure Equation Modeling

NOMINATION AND CORRESPONDENCE

Interested persons should send the nomination on the enclosed Performa duly sponsored by the appropriate authority along with the course fee to the Head, Continuing Education Centre, Indian Institute of Technology Roorkee, Roorkee – 247 667.

Tel : 01332 – 284327 / 285227
Fax: 01332 – 285545 / 273560

PROGRAMME FEE

The course fee is Rs. 5000/- (Five thousand) for research scholars of IIT Roorkee. Research scholars and will not be provided boarding and lodging.

The course fee for participants from R&D center / Industry / Academia is Rs 10000/- (Rupees Ten thousand only). Programme fee includes boarding and lodging at the campus guesthouse of the Continuing Education Centre, course material and admission-cum tuition fee.

PAYMENT

The course fee should be sent in advance through a bank draft along with the duly filled nomination proforma. The DD should be drawn in favor of “Head, CEC, IIT Roorkee”, payable at Roorkee with intimation to the course coordinator on or before April 05, 2012.

SPECIAL NOTE

The decision to run the course depends on the response and number of candidates. It is therefore advised that the candidates should proceed to join the course only on receipt of confirmation of admission.
Continuing Education Centre (CEC)

CEC offers a platform for the professionals and officials to relearn the fundamentals and the advances made in the cutting edge science and technologies. It helps the professionals to unlearn the obsolete and to acquire the advanced knowledge from the experts and peers in different areas. The courses are offered in varied and flexible formats and are led by faculty of this Institute into various Departments and Centers. Experts from industries and R & D organizations are also invited to interact with the participants. The feedback from the participants helps the CEC in reviewing and improving the course structure, delivery, boarding and lodging facilities, etc.

The Course participants are lodged in the Guest House of the Continuing Education Center and other Guest Houses of the Institute.

IIT ROORKEE

The Indian Institute of Technology Roorkee has an illustrious history and a glorious past. It has its foundation in the Thomson College, which was founded in 1847, to train technical manpower for construction of Ganga canal. It was the first Engineering College in the then British Empire. In the year 1949, this great institution was accorded the status of the first technological university of independent India and was renamed as University of Roorkee. On September 21, 2001, the Government of India declared it as the nation’s seventh Indian Institute of Technology.

COURSE COORDINATOR

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