Registration Details

- **Beneficiary** : DSATM Conference and Workshop SBI Bank, (SB A/C) Art of living Branch
- **RTGS, A/C No.** : 64170205495
- **IFSC Code** : SBIN0040871
- **MICR Code** : 560002523

Note: ➤ Limited seats available ➤ Interested participants may register by 27th June, 2019 ➤ Spot registration will be permitted subject to availability

FDP Schedule

Day-1: Friday 29th June, 2019

Time (AM/PM)	Topic/session	
09:00 – 09:30	**Registration**	
09:30 – 10:15	Inauguration	Chief Guests: Dr. B R Lakshamikantha, Principal, DSATM Shankar MM, Mentor – Research & Training,CARES, Bangalore Guests of Honour:Dr. Sumithra Devi K A, Dean-Academics Dr. C. Nandini,Vice-Principal, DSATM
10:15– 10:30	**Tea- Break**	
10:30 – 12:00	Session-1: Fundamentals of Analytics, Theory Testing vs. Theory Building,Data & Measurement: Behavioural & Absolute & Categorical vs. continuous,Confirming Patterns & Knowledge Discovery	
12:00 – 01:00	Session-2:Types of Learning – Supervised, Unsupervised and reinforcement Types of Analytics	
01:00 – 02:00	**Lunch Break**	
02:30 – 03:30	Session-3:Basic Analysis and EDA using,Data types, Structures and rules of R Syntax, Recode, Rename, Subset, Keep, Drop, Merge, Aggregate	
03:30 –03:45	**Tea-Break**	
03:45 – 04:30	Session-4:Random generation, apply commands, Functions, Control flow, arithmetic functions, Introduction to data prep and graphs	

Day 2: Saturday 30th June, 2019

Time (AM/PM)	Topic/session
09:30 – 11:30	Session-1: Testing of Hypothesis, Probability and distribution
11:30– 11:45	**Tea-Break**
11:45-01:00	Session-2: When to use what type of statistical techniques,Chi square, Z proportion test, T test
01:00 – 02:00	**Lunch Break**
02:00 – 03:30	Session-3: One way ANOVA, Post hoc test
03:30 – 04:30	Session-4: Correlation Using Apply command.

Day 3: Monday 1st July, 2019

Time (AM/PM)	Topic/session
09:30 – 11:30	Session-1:Introduction to Supervised Learning Multiple linear regression: simple, multiple, lasso and ridge, Classification Techniques – BLR & MNLR
11:30– 11:45	**Tea-Break**
11:45-01:00	Session-2:LAB: Regression Analysis: Testing and predicting model,Binary Logistic Regression: Base model, confusion matrix, model performance and ROC, MNLR: Predicting the market share of brand.
01:00 – 02:00	**Lunch Break**
02:00 – 03:30	Session-3:Introduction to Time series using stock market examples, Computation of returns – simple and log, Unit root test – ADF, Time series graphs, ARIMA Model, Co-integration model
03:30 – 04:30	Session-4:LAB: Time Series Analysis Unit root test – ADF, PP and KPSS, Co-integration, AR, MA, ARIMA, Time series Graphs

Day 4: Tuesday 2nd July, 2019

Time (AM/PM)	Topic/session
09:30 – 11:30	Session-1: Unsupervised Learning ,Exploratory Factor Analysis ,Cluster Analysis
11:30– 11:45	**Tea-Break**
11:45-01:00	Session-2: PCA Vs. ML, Eigen value, KMO, Communalities, Loadings & Score, Cluster Analysis – Hierarchial and K Means cluster,Introduction to Textual analytics on unstructured data, Word cloud, Sentimental analysis ,Clustering
01:00 – 02:00	**Lunch Break**
02:00 – 03:30	Session-3: Introduction to SEM, Fundamentals of CFA – 1st order and 2nd order , Role of Measurement Error – types of reliability and validity ,Mediator vs. Moderator, Path Analysis
03:30 – 04:30	Session-4:Introduction to lavaan package, Building blocks of lavaan with SEM,SemTools for reliability and validity test,SemPath for Diagram

Day 5: Wednesday 3rd July, 2019

Time (AM/PM)	Topic/session	
09:30 – 11:30	Session-1: Introduction to reporting using R- markdown and project orientation	
11:30– 11:45	**Tea-Break**	
11:45-01:00	Session-2: Basic Approach towards Management research ,Do's and Don'ts while reporting results Better reporting through textreg, broom, stargazer etc	
01:00 – 02:00	**Lunch Break**	
02:00 – 03:30	Session-3: Rmarkdown, knitr etc., How to report from basic summaries to Advance level SEM analysis using R	
03:30 – 04:30	Session-4:Case let on HR Attrition, Determination of Market Share, Predicting the future Sales, Employee Engagement, OCB, Returns from Stocks	
04:30 – 05:00	Valedictory	Chief Guests: Dr. B R Lakshamikantha, Principal, DSATM Shankar MM, Mentor – Research & Training,CARES, Bangalore Guests of Honour:Dr. Sumithra Devi K A, Dean-Academics Dr. C. Nandini,Vice- Principal, DSATM

Chief Patrons

Dr. D Hemachandra Sagar, Chairman, DSI
Dr. D Premachandra Sagar, Vice-Chairman & CEO, DSI
Shri. Galiswamy G, Secretary, DSI

Patrons

Dr. Karisiddappa, Honourable Vic-Chancellor, VTU-Belagavi
Dr. Satish Annigeri, Registrar (Evaluation), VTU-Belagavi
Dr. K Gayathri Reddy, Regional Director, VTU Regional Office, Bengaluru

Advisory Committee

Dr. B R Lakshmikantha, Principal, DSATM
Dr. C Nandini, Vice-Principal, DSATM
Dr. Sumithra Devi K A, Dean-Academics., DSATM

Conveners

Dr. Geetha R, HOD-MBA, DSATM
Dr. Anjana Devi, Associate Professor, DSATM

Organizing Committee

Dr. M D Saibaba, Professor, DSATM
Dr. Praveen Kumar Sinha, Associate Professor, DSATM
Prof. V L N Simha, Assistant Professor, DSATM
Prof. V K Srirama, Assistant Professor, DSATM
Mr. P V Sai Kumar, Technical Assistant, DSATM

For queries related to registration and online payment Contact

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Dayananda Sagar Academy of Technology and Management

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Department of Management Studies (MBA-VTU)
An Institution of Eminence for MBA

In Association with

Visvesvaraya Technological University (VTU)
is organising

5- DAY FACULTY DEVELOPMENT PROGRAM ON
ANALYTICS USING R-STUDIO

Date : 28th June to 3rd July 2019
Venue : SH-Fourth Floor - M Block, DSATM

About DSATM

Dayananda Sagar Academy of Technology and Management (DSATM), a proud member of Dayananda Sagar Institutions was established in 2011. This prominent institute, nestled in Garden City Bengaluru, has a serene and sprawling campus spread across 10 acres with world class amenities such as Gym, Food Court, Amphitheatre, Wi-Fi Enabled Campus, Well- Equipped Digital Library, Playground, Activity Center and on Campus Hostel.

The Department of Management Studies was listed among The 10 Best B-Schools in The Knowledge Review Magazine in 2018. We are committed to the holistic development of students through emphasis on co-curricular and extracurricular activities and centralized placement assistance. The college provides students with a top-notch learning experience with practical studies and industrial exposures. The Department of Management believes in innovative pedagogies which are delivered through multifaceted and talented faculty members who have a blend of corporate and academic exposure.

About the FDP

In the contemporary competitive and vibrant business world the knowledge of research methods, data analysis, statistical tools and techniques is extremely indispensable. Professionals, academicians, entrepreneurs, managers, research scholars and aspirants need to be competent and focused in order to be result oriented. In this context, Department of Management Studies, Dayananda Sagar Academy of Technology and Management is organizing a 5-Day FDP on Analytics using 'R'.

'R' Studio is a free and open-source integrated program for statistical computing and graphics. 'R' offers an extensive variety of statistical and graphical techniques that enhance the research output. The common and widely used applications are linear and nonlinear modelling, classical statistical tests, time-series analysis, classification and clustering. 'R' is a user-friendly ecosystem for statistical analysis and graphical modules.

Participants will be exposed to multivariate statistical analysis technique, Path Analysis and CFA. The significance of Structural equation modelling used to analyse structural relationships between measured variables and latent constructs will enable the researchers to have progressive understanding.

'R' has its own LaTeX-like documentation format, which is used to supply comprehensive documentation, in a number of formats on-line or in hard copy which creates with ease well-designed publication-quality plots including mathematical symbols and formulae.

Objectives of the FDP

- ➢ To boost analytical skills of researchers, academicians and Professionals.
- ➢ To impart practical knowledge related to Structural equation modelling using 'R'.
- ➢ To enable comprehension of Time series and Textual analysis.
- ➢ To augment reporting skills through best-in-class tools visual aids.

Who can attend?

- ➢ Corporate delegates aspiring to acquireand enhance analytical skills in solving the challenging business issues.
- ➢ Academicians
- ➢ Research Scholars

Profile of the Resource Person

Mr. Shankar M Mepparambath
Research Consultant & Trainer - CARES, Bangalore

Mr. Shankar M Mepparambath, did his MBA (Marketing), in 1999 at Univ. of Madras. He has Undergone FDP and SFDP training at IIM-Ahmadabad in 2005 and 2016 respectively. He has 15 years' of experience as an Academician and Industry expert and 10 years' experience as a researcher, trainer and consultant. He has worked with Satyam computers, Manthan services, and Caterpillar (USA), and has published manuscripts in various reputed national journals. He trained more than16,000 participants across India in research methodology and statistical software which includes R-Studio, SPSS, SAS, AMOS & SYSTAT. His research materials like "360 Degree view of RM and What is Theory "are downloaded by there search Communities across the world. He is research consultant for various companies such as Valuvox, PPDA Ltd, SPSS South Asia Ltd, Bangalore and Starcomm.

As a consultant, he has handled clients like HSBC on Branding experience and Alleges for profiling IT trainees. Besides this he has been providing training for various corporates like Optimal Strategix group, IBM, Gujarat Gas Limited, Care India, Custlogic and Satvik etc. He has delivered sessions at premium B-schools like Jammu state and Central University, Narsee Monjee, IIM-Trichy and also handled Research sessions for Doctoral students at AHRD, Ahmedabad. His area of interest includes - Research Methodology and Analytics. Currently he started his own venture in the name of CARES, which focus on Research, Consultancy and training.

Registration Fee

Category	Registration Fee
Corporate Delegates	3500
Academicians	3000
Research Scholars	2500