



SRI SATHYA SAI INSTITUTE OF HIGHER LEARNING
(Deemed to be University)

Department of Management and Commerce

5-day FDP on Applied Statistical Data Analysis Using SPSS

From Basics to Advanced Inferential Statistics



5-day FDP on Applied Statistical Data Analysis Using SPSS



Dates	Monday, 08 September 2025 To Friday, 12 September 2025
Time	5 pm to 7 pm
Last Date to Register	Thursday, 4 September 2025
Mode of Delivery	Online

Expected Learning Outcome of the FDP

By the end of this FDP, participants will be able to:

- Manage and prepare data for analysis
- Formulate and test a Hypothesis
- Conduct essential Inferential statistics
- Apply skills to real-life problems

Topics to be Covered

Day	Topic
Day-1	Normal Distribution, and Hypothesis Testing, Choosing the right statistical test (Parametric vs. Non-Parametric, Test Selection Criteria), Introduction to SPSS
Day-2	Inferential Statistics (I): z-test and t-test (One sample, independent sample and paired sample t-test)
Day-3	Inferential Statistics (II): Correlation, Simple Linear Regression, ANOVA, Multiple regression, Logistic Regression), Non-Parametric Tests: Chi-square
Day-4	Data Cleaning using Microsoft Excel and SPSS, Introduction to reliability & validity
Day-5	Reliability (Cronbach Alpha), Factor Analysis



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FDP Fee

- Rs 3,000 per participant for faculty members
- Rs 2,000 per participant for research scholars
- Rs 5,000 per participant for industry professional

Fee Payment

Account Name: Sri Sathya Sai Institute of Higher Learning

Account No: 2351101005980

Bank & Branch: Canara Bank, Puttaparthi Branch

IFSC: CNRB0002351



Registration Form

<https://forms.gle/Kg442pPrw3QFM2ir8>

Profile of Resource Person



Dr. Raja Sankaran (PhD, IIM-Ranchi) is an Associate Professor at Sri Sathya Sai Institute of Higher Learning (SSSIHL), Bengaluru. He brings extensive expertise in teaching Research Methodology, Statistics, and various disciplines within Marketing Management, International Business, and Strategic Management at the PhD and MBA levels. With over three decades (35+ years) of combined industry and academic experience, he previously held leadership roles in service delivery with multinational corporations (MNCs) before transitioning to academia.

Dr. Raja Sankaran's research work has been published in reputed ABDC journals such as Marketing Intelligence & Planning, International Journal of Bank Marketing, IIM Kozhikode Society & Management Review, among others.



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Contact for Further Details

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Organizing Committee

- **Prof N Sivakumar**, Dean, Management and Commerce, SSSIHL
- **Dr G Padmavathy**, HoD, Management and Commerce, SSSIHL
- **Dr Raja Sankaran**, Associate Professor, Management and Commerce, SSSIHL

