



Delhi College of Arts & Commerce
University of Delhi
 Under the aegis of IQAC
 and
Department of Commerce
Delhi School of Economics
University of Delhi
 in collaboration with
Business Research Plasma
is organising

One Week Faculty Development
Programme/Workshop

on

Data Analytics and Model Building
 25th – 31st July, 2022
 (10:00 AM – 5:00 PM)
 Venue – Multipurpose Hall, DCAC

Inaugural Session



Chief Guest
Shri Bharat Bhushan Ji
 Social Worker



Prof. Ajay Kumar Singh
 Head, Department of Commerce
 Dean, Faculty of Commerce and Business
 Delhi School of Economics
 University of Delhi



Prof. Rajiv Chopra
 Principal
 Delhi College of Arts & Commerce
 University of Delhi

Registration Details

- Participants are required to pay the registration fee of Rs. 2,500.*

Bank details are as follows:

Bank Holder Name: PRINCIPAL, DCAC
 Bank Name: Indian Overseas Bank
 Branch: R.K. Puram New Delhi 110066
 Type of Account: Savings Account
 Account Number: 040801000031619
 IFSC Code: IOBA0000408

- Registration for the workshop will be done through the online mode only.
- Participants are required to fill the registration form using the following link <https://forms.gle/xvBwEDgJwrmwXiA98> (Please ensure that you have payment proof before filling up the registration form)
- The last date for registration is **20th July, 2022.**
- Participants will be informed by 21st July, 2022.
- Further details will be communicated to the registered participants.
- Certificates will be provided to the participants on successful completion of FDP.
- Registration will be on First-Come-First-Serve Basis. (Limited seats are available)
- Outstation participants may also apply. However, the college does not offer any accommodation facility.

ELIGIBILITY: The programme is interdisciplinary and is open to all interested participants. All faculty members (Permanent/ Temporary/ Adhoc/ Guest) and Research Scholars from any university/college are eligible to participate.



Scan for Registration

Last Date to register: 20 July 2022

Registration Link:

<https://forms.gle/xvBwEDgJwrmwXiA98>

In case of any query, you are requested to contact at 9560822632 (WhatsApp Number) or you may mail us at fdpdcac@gmail.com

* Includes Welcome-kit, Lunch and Refreshments. Fee is non-refundable.

Resource Persons



Prof. Rishi Raj Sharma (President, BRP)
 Professor and Associate Dean,
 Department of Business Management
 Guru Nanak Dev University,
 Gurdaspur



Prof. Kavita Sharma
 Former Head and Dean
 Department of Commerce,
 Delhi School of Economics
 University of Delhi



Prof. R.K Singh
 Former Head and Dean
 Department of Commerce,
 Delhi School of Economics
 University of Delhi



Prof. Amit Kumar Singh
 Department of Commerce,
 Delhi School of Economics
 University of Delhi



Prof. Jeevan Jyoti
 Jammu University
 Jammu



Mr. Amanjot Singh
 Assistant Professor
 LPU, Phagwara

Programme Conveners



Prof. Ritu Sapra
 Department of Commerce
 Delhi School of Economics
 University of Delhi



Prof. Rajiv Kumar Goel
 Department of Commerce
 Delhi College of Arts & Commerce
 University of Delhi



Mr. Srikant Pandey (Convener, IQAC)
 Department of Political Science
 Delhi College of Arts & Commerce
 University of Delhi

Organising Team

- | | |
|--------------------|-------------------|
| Prof. Neeru Kapoor | Prof. Anita |
| Lt Bhupinder | Dr. Bijaya Thakur |
| Dr. Kishor Kumar | Dr. Rishabh Gupta |
| Dr. Sangeeta Gupta | Ms. Akanksha Garg |
| Ms. Neha Aggarwal | Dr. Sarthak Gupta |
| Dr. Ethai Jain | |



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Amrit Mahotsav



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<http://dcac.du.ac.in/>



fdpdcac@gmail.com



ABOUT THE PROGRAMME

This course will teach the fundamentals of advanced research techniques using IBM SPSS, AMOS and Smart PLS. The participants will become familiar with SPSS interface, tools, and different practical illustration features. They will get access to a strong programme that will aid in the advancement of research and ideas. Some basic techniques related to SPSS, AMOS and Smart PLS. In order to deal with the various intricacies of scale development, validation and model Building will be explained. It will facilitate building more accurate attitudinal and behavioral models that represent complicated interactions than typical multivariate statistics approaches. The participants will be trained through theoretical and practical exposure in order to equip them with the expert knowledge with regard to following techniques: -

- By the use of data reduction techniques, the knowledge will be transferred with regard to scale construction and refinement.
- The participants will be equipped with the knowledge of CFA to ensure the reliability and validity of the Scale hence, confirming the scale items.
- The hypothetical model construction leading towards conceptualization of the model.
- The use of Smart PLS, the technique of Structural equational modelling, the path model will be constructed and validated.
- Finally, the higher order effects of mediation and moderation will also be explained to equip the participants towards comprehensive learning of model development and validation

PROGRAMME SCHEDULE*

Day	Session I 10:00 to 11:30 am	Session II 12:00 to 1:30 pm	Session III 2:15 to 4:00 pm
25 th July (Day 1)	Inaugural Session	Introduction to different Research techniques w.r.t Multivariate Analysis	Scaling – Scale construction, purification and refinement
		<i>Session Expert</i>	<i>Session Expert</i>
26 th July (Day 2)	Data reduction technique using Exploratory factor analysis	Assessing the Measurement Model (Assessing the Reliability & Validity of Constructs); Confirmatory Factor Analysis using AMOS	Assessment of Differences existing in Independent Variables w.r.t Dependent Variables; Profile Mapping (Psychographic/Demographic Profiling); {Application of Discriminant Analysis}
	<i>Session Expert</i>	<i>Session Expert</i>	<i>Session Expert</i>
27 th July (Day 3)	Introduction to PLS SEM using SMART-PLS; CB SEM v/s VB SEM; Reflective v/s Formative Constructs	Measurement model assessment for formative and reflective constructs	Ethical concerns related to research
	<i>Session Expert</i>	<i>Session Expert</i>	<i>Session Expert</i>
28 th July (Day 4)	Structural Model Assessments	Mediation analysis and different approaches to mediation analysis	Developing Business Models for Publications in Leading journals like Emerald, Taylor & Francis etc
	<i>Session Expert</i>	<i>Session Expert</i>	<i>Session Expert</i>
29 th July (Day 5)	Insights about Qualitative research designs	Theoretical Framework & Hypothetical Construction; Formulation of Conceptual Model using an Illustration of Technology Acceptance Model	Valedictory
	<i>Session Expert</i>	<i>Session Expert</i>	

*Tentative