**A One-Day Workshop**

On

**From Data to Business Decisions:
Research Analysis using SPSS**

**7th March 2026**

Organized by

**Department of Commerce
School of Social Sciences & Languages
VIT, Vellore**



### About Vellore Institute of Technology

Vellore Institute of Technology (VIT) was founded in 1984 as Vellore Engineering College by Chancellor Dr G. Viswanathan. VIT attracts students from all 29 states of India and more than 41 different countries because of its academic excellence. VIT was established with the aim, of providing quality higher education on par with international standards. VIT has been constantly ranked among the best universities and is aspiring to emerge as a global leader. VIT has already been ranked by major international rankings by agencies such as Shanghai ARWU Ranking, QS, Times Higher Education, US News, RUR, and others. VIT sets the record, as eight of the subjects made their way to the prestigious Quacquarelli Symonds (QS) World University Rankings (WUR) by Subject in 2023. Seven subjects of VIT are within the top 450 QS World University Rankings by Subject. VIT has national accreditation from the National Assessment and Accreditation Council (NAAC), Govt. of India with an A++ grade. VIT published the highest number of research publications in India in 2016, 2017, 2018, 2019, and 2020 as per Elsevier's (Scopus) database. There has been significant growth in the 'h' index since 2015. VIT has established some state-of-the-art laboratories in collaboration with industries and the government of India. VIT has ten research. centers in futuristic areas and has 300+ global academic partnerships in operation.

### About the School of Social Sciences and Languages

The School of Social Sciences and Languages (SSL) was established in the year 2009 as a separate school. The prime focus of the School is to impart futuristic education in subjects such as Commerce, Economics, Finance and Accountancy, Business and Corporate Law, Psychology, Sociology, History, Music, and Indian and Foreign languages such as English, French, German, Chinese, Spanish, Russian, Japanese and Arabic apart from Tamil and Hindi. The School has four departments-Commerce, Social Sciences, English, and Languages. The School has about 135 committed faculty members employed in the University as a whole in order to make every student of VIT employable. It imparts the required soft skills and provides opportunities to learn as many foreign languages as possible. To inculcate ethical and moral values in the students, a unique course, Ethics and Values is being offered by SSL. The school offers B.Com. and Master of Social Work (MSW, a two-year PG) degree programmes.

### About the Workshop

This workshop is designed to provide participants with practical knowledge and hands-on experience in statistical data analysis using SPSS software. It aims to bridge the gap between research methodology and real-time data analysis, enabling participants to confidently handle research data, perform appropriate statistical tests, and interpret results accurately.

The workshop covers the complete research analysis process from data entry, coding, and data cleaning to descriptive statistics, hypothesis testing, correlation, regression, Chi-square, ANOVA and interpretation of SPSS output.

Through interactive sessions, demonstrations, and practice datasets, participants will gain the skills required to analyze data for research projects, and survey-based studies effectively. The workshop is particularly beneficial for students, research scholars, and faculty members seeking to enhance their analytical competence and improve the quality of their research work.

**Topics Covered:**

- Introduction to Business Research & SPSS Basics

- Mean Comparison Tests: t-Test and ANOVA

- Association Tests: Chi-Square & Correlation

- Regression Analysis & Managerial Decision-Making

## ORGANISING COMMITTEE

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## REGISTRATION

- Registration is mandatory to attend the workshop

- Registration fee is Rs.300/- (Including GST).

- Registration is limited to 60 on a first-come-first-serve basis.

- Amount once paid will not be refunded.

- Registration fee includes workshop kit, lunch and refreshments.

- Participants will receive a certificate at the end of the workshop.