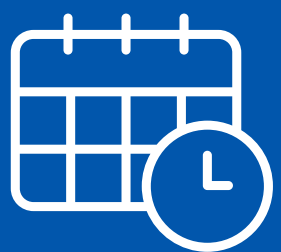


5 DAY FDP  
ON  
**MASTERING SPSS:  
EMPOWERING STATISTICAL  
ANALYSIS**



20-25 March 2024

**REGISTER  
HERE:**



**Resource Person: Dr. S. Kavitha**  
M.B.A., M.C.A., M.Phil., PhD  
Associate Professor,  
GRG School of Management Studies

**Limited seats only!!!**

Basic Statistical Knowledge is  
a pre-requisite for this course.

## About Happy Valley Business School

Happy Valley Business School (HVBS), the hub of modern business education redefines education with cutting-edge programs designed to equip aspiring leaders with the skills and vision needed for success in the dynamic global landscape. Happy Valley fosters a culture of creativity and adaptability, emphasizing hands-on learning experiences, industry collaboration, and the latest in technological integration. Our faculty team, comprising of Industry leaders and accomplished academics, guides students through a transformative educational journey. With state-of-the-art facilities, collaborative spaces, and a commitment to diversity, Happy Valley provides an environment where ideas flourish, networks thrive and minds blossom. Happy Valley is not just a B-School; it's a launch pad for success in the fast-paced, interconnected business landscape. Join us for an education that goes beyond boundaries and propels you toward leadership. Welcome to Happy Valley where modernity meets management excellence resulting in flowering of minds.

## About Resource Person

Dr. Kavitha has about 23 years of professional experience - 20 years in academia and three years in industry. Kavitha has been a resource person in numerous Faculty Development Programmes and Workshops on Management Research, Online Teaching Tools, Technology for Teaching Learning, Digital Marketing etc. She has organized a significant number of Faculty Development Programmes, Short Term Training Programmes, and National and International Conferences sponsored by government funding agencies. She has successfully completed an ICSSR sponsored Major Research project on "Influence of Social Media on Personality Development with Special Reference to Facebook and Whatsapp". She has widely published in national and international refereed journals and is a certified guide for doctoral scholars. Two PhD scholars and one MPhil Scholar were awarded under her guidance. She has been doing consulting work for a few companies in Coimbatore through Market Research and helping in SEO and Email Marketing.

## About FDP

In today's academic and professional landscape, the ability to analyze data accurately and derive meaningful insights is indispensable. SPSS, being one of the most widely used statistical software packages, holds immense relevance across various fields including academia, research, business, and healthcare. Mastery of SPSS empowers individuals to unlock the hidden patterns within data, enabling them to make informed decisions, drive innovation, and contribute meaningfully to their respective domains. The primary objective of this FDP is to provide participants with a comprehensive understanding of SPSS, from basic functionalities to advanced statistical techniques. Through hands-on training and interactive sessions, attendees will gain proficiency in navigating the SPSS interface, performing various analyses, and interpreting results effectively.

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|---------------------|-------------------------------------|
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| <b>IFSC code</b>    | <b>SBIN00015763</b>                 |
| <b>Branch Name</b>  | <b>Pichanur</b>                     |
| <b>UPI ID</b>       | <b>BSCHOOLHAPPYVALLEY@SBI</b>       |

**SCAN & PAY**



## Coordinators:

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