



PRIMAX FOUNDATION

(Registered Under Karnataka Societies Registration Act -1960)
Society Reg. No. JNR-S211-2015-16, MSME Reg. No.: UDYAM-KR-03-0144791
CSR Reg. No.: CSR00038642, NITI AAYOG Reg.No. : KA/2022/0318909
Bengaluru, Karnataka, India



In Association with



GIRIDEEPAM BUSINESS SCHOOL

Approved by Government of Kerala, AICTE New Delhi
Affiliated to Mahatma Gandhi University
Kottayam, Kerala

Organizes

6 DAYS VIRTUAL FACULTY DEVELOPMENT PROGRAMME ON

**“ RESEARCH METHODOLOGY AND DATA ANALYSIS
USING ARTIFICIAL INTELLIGENCE ”
(TOOLS: SPSS, CHAT GPT AND AI)**



Registration
Fee Rs. 900/-

4th May
to
9th May

2025

Time : 6.00 PM to 8.00 PM

For Registration

CLICK ME

About Primax Foundation, Bengaluru, Karnataka

Primax Foundation (Reg. No JNR-211-2015-16), Established in 2015 is a registered non-profit organization located in Bengaluru, Karnataka, India. Being committed to social development, it offers high-quality educational and professional development opportunities through workshops, conferences, seminars, and training programs. These programs encompass journal publications, faculty development, management development, educational and skill development initiatives, and research activities. As an emerging training and development center, Primax Foundation provides both on-campus and off-campus programs to empowering students, research scholars, and faculty members with the knowledge and skills needed for academic and professional success.

About Girideepam Business School, Kottayam, Kerala

Recognizing the need for professional Management education in the State, Girideepam unveiled its prestigious Business School in 2010. The full time MBA programme of Girideepam Business School is approved by AICTE, New Delhi, and affiliated to Mahatma Gandhi University, Kottayam. GBS strives to inculcate in the students, the values of justice, excellence and service to the society. Along with the University curriculum, GBS offers various skill addition programs including Microsoft Excel, Logistics and Supply Chain Management, Data Analytics and Digital Marketing to enhance the employability of the students. The international academic collaborations and immersion programs of GBS are designed to augment the global exposure of the upcoming managers and entrepreneurs. The educational legacy of Girideepam coupled with the dedicated faculty and well-equipped infrastructure creates a convivial academic environment in GBS. The college concentrates on the holistic transformation of students into full-fledged professionals who can cope with the wherewithal of life's journey and contribute towards better practices in Management profession. It was the untiring passion, the commendable determination and dedication of the Girideepam fraternity that transformed the Business School to a top-notch professional institute in the state within a short span of time.

Who can attend ?

- Principal / Director / Dean / HODs / Faculty members • Administrators / Policy Makers
- Research Scholars & PG Students

Learning Objectives

- Formulate research hypotheses and define research problems in AI.
- Select appropriate research methodologies for AI investigations.
- Collect, process, and analyse data relevant to AI research.
- Effectively present research findings and data analysis to various stakeholders.
- Evaluate and critique AI research reports and proposals.
- Apply research findings to real-world AI applications and decision-making.



Key Information

- **Duration: 6 days (04-05-2025 to 09-05-2025)**
- Timings: 6.00 PM to 8.00 PM
- **Registration fee : For Indian Participant Rs.900 /- and for Foreign Participant 50 Dollars**
- **Limited to 80 seats only**
- All participants will receive '**Softcopy of Certificate of Participation**' after successful completion of the FDP
- Recorded session will be provided to registered participants with the limited period of access.
- Required trial version of software will be provided to registered participants.

TOPICS TO BE COVERED

Day	Contents	Resource Person
Day-1 4-05-2025	<ul style="list-style-type: none"> • Introduction to Propel your Research through AI tools • Definition and Overview of AI • Importance and applications of AI in research • Key AI techniques used in research • Real-world examples highlighting the impact of AI in research 	Dr. P. Karthikeyan Associate Professor School of Management Studies, Kongu Engineering College Erode, Tamil Nadu.
Day-2 05-05-2025	<ul style="list-style-type: none"> • Multidisciplinary data analysis using AI platforms • Basics of Research: A Multidisciplinary Approach • Types and importance- Descriptive, Predictive and Prescriptive and data analytics • Platforms: ChatGPT, Jupyterlab • Data Analysis-Process using AI 	Dr. Aarthy School of Business and Management Christ (Deemed to be) University Bengaluru
Day-3 6-05-2025	<ul style="list-style-type: none"> • Structured Data Analysis: Screening and Descriptive Insights • Data Screening, Missing Value Analysis, Skewness • Central Tendency, Descriptive Statistics • Review of Literature using AI • Article writing using AI 	Dr. Priykrushna Mohanty Department of Business and Management Christ (Deemed to be University) Bengaluru, Karnataka
Day-4 7-05-2025	<ul style="list-style-type: none"> • Normality Analysis: Tests and Properties Explained, Normality analysis using AI and report generation • Introduction to Reliability & Reliability test and its interpretation. Kolmogorov- Smirnov test Shapiro- Wilk's Test. • Factor analysis 	Dr. Sathish P School of Business and Management CHRIST (Deemed to be University) BGR Campus, Bengaluru, Karnataka
Day-5 8-05-2025	<ul style="list-style-type: none"> • Hypotheses Testing using AI • Group differences- its types • Parametric Test, t-test- one sample, independent sample and paired sample • ANOVA Test using AI 	Dr. Sathish P School of Business and Management CHRIST (Deemed to be University) BGR Campus, Bengaluru, Karnataka
Day-6 9-05-2025	<ul style="list-style-type: none"> • Correlation and Regression: an AI Powered Approach • Introduction to Correlation, its types, Performing Correlation- Pearson and Rank correlation using AI. • Introduction to Regression: types- Linear, Multiple, logistic • Understanding Data and formulating hypothesis for conducting multiple regression using AI 	Dr. Rashmi Rai Head & Associate Professor Christ (Deemed to be University) Bengaluru, Karnataka

Chief Patrons

Prof. T. Rajeswari President Primax Foundation Bengaluru, Karnataka	Dr.V. Selvaraj Secretary Primax Foundation Bengaluru, Karnataka	Rev. Fr. Robin Ettithadathil OIC Director, Girideepam Business School Kottayam, Kerala
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Patrons

Dr. K.V. Ramanathan Director, Primax Foundation Bengaluru, Karnataka	Dr. Subin Thomas Principal, Girideepam Business School Kottayam, Kerala	Dr. Dhanya S. Nair Dean, Girideepam Business School Kottayam, Kerala
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FDP Conveners

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Happiness comes from giving happiness...