

# Department Of Business Administration

## ST. JOSEPH'S COLLEGE (AUTONOMOUS)

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DBT – STAR & DST – FIST sponsored College  
Tiruchirappalli 620 002, Tamil Nadu, India

*In association with*

### M.A.M B-School

(Affiliated to Anna University)

Tiruchirappalli, Tamil Nadu, India

*Organizes*

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**ONE DAY ONLINE FDP**

*On*

**BASICS OF BUSINESS ANALYTICS**

June

**6**

Monday

**10.30 AM – 4.30 PM**

**Session I : 11.00 AM - 12.30 PM**

**Dr. C. Vijaya Banu, MBA, M.Com., DIM, PGDMM, Ph.D**  
Professor,  
School of Management,  
SASTRA (Deemed to be University)  
Thanjavur - 613 401

**Topic : Business Analytics and its importance in the Digital Age**

**Session II : 1.30 PM - 2.30 PM**

**Dr M Hemalatha**  
Director and Professor  
M.A.M B-School  
Siruganur, Tiruchirappalli-621 105

**Topic : Data analysis using SPSS**

**Session II : 2.30 PM – 4.00 PM**

**Dr. R. Saraswathy**  
Professor and Head SDP  
Department of MBA,  
M.A.M. College of Engineering and Technology  
Tiruchirappalli-621 105

**Topic : Basics of Structural Equation Modelling**

**Registration Link**

**<https://forms.gle/tuuqrJo7wLoLYsGa6>**

**For further information, join the whatsapp group by clicking below**

**<https://chat.whatsapp.com/Ft3HIWM3x1FH8gj20az2Rp>**

**Convenor**

**Prof. C.F.Octovia Antony Sessammal**

Head  
Department of Business Administration  
St. Joseph's College (Autonomous)  
Tiruchirapalli

**Organizing Secretary**

**Prof. P. Premakumari**

Assistant Professor  
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