

FACULTY OF MANAGEMENT STUDIES
MOHANLAL SUKHADIA UNIVERSITY, UDAIPUR (RAJ.)
MBA (E- Business, Rural Management and Social Work) Program

WORKSHOP ON BUSINESS RESEARCH METHODS (BRM)

About FMS:

Being a management Institution since 1982, it provides a tremendous opportunity for its students to excel in forward and creative thinking. At FMS, students broaden their horizons, experience leadership opportunities, and establish lifelong learning through participating in various management games & activities conducted here.

Currently, there are three MBA courses offered by FMS. MBA (E-business, Rural Management, Mass Communication, Social Works) being one of those, focuses on the use of Information & Communication Technology to foster various business activities and relationships. Ecommerce has changed the way companies carry out their operations. Further the course helps the students to develop skills to manage businesses in the Digital world.

About the workshop:

The proposed workshop aims to educate researchers in using IT oriented research tools like SPSS, NVivo keeping in perspective the role of information technology in quality research and utilizing modern statistical tools for handling research data in most efficient manner. The workshop will not only deal with the problems of the non clarity of the research methodology but also other research related problems which the research scholars confront during their research work. The major highlights of the workshop would be getting comfortable with tools like N Vivo, SPSS, etc.

NVivo is software that **supports qualitative and mixed methods research. It's designed to help the researcher to organize, analyze and find insights in unstructured or qualitative data** like: interviews, open-ended survey responses, articles, social media and web content.

SPSS has become very popular software among the researchers but apart from handling it is very important that right data should be put through right application for obtaining good results. The proposed workshop **will not only acquaint the scholars with the use of the SPSS but also on the right handling of the software as per their collected data.** This workshop will also guide the scholars to conduct a micro level study and come up with suitable results with the use of research tools like SPSS, N Vivo etc.

The objectives of the workshop are to:

- Familiarize researchers with research design & methods so as to make them comfortable in developing and conducting research projects and analysing problem situations.
- Provide an opportunity to researchers to present and discuss methodological aspects of their current work in small groups led by experienced researchers.
- Discuss the methodological requirements of research and to stimulate and capture new approaches.
- Develop an understanding of research methodology & techniques along with its applications in various business situations.
- Develop skills to apply SPSS & N Vivo software in research situations.

Workshop Schedule

Workshop Instructors:

Dr. H.K.DANGI

Associate Professor, Delhi School of Economics, University of Delhi, Delhi.

Vishal Laheri

Assistant Professor, Dr. B R. Ambedkar College, University Of Delhi, Delhi.

Rutika Saini

Assistant Professor, Delhi School of Economics, University of Delhi, Delhi.

Workshop Coverage

Day 1 29-Sep-17

- 1) Basics of Research Methods, Terminologies, Philosophies of research
- 2) Identification of research problem, How to select research topic
LUNCH
- 3) Review of literature using Nvivo/R
- 4) Research Design, Data Collection and sampling

Day 2 30-Sep-17

- 1) Research Design, Data Collection and Sampling
- 2) Descriptive stats, Dispersion using SPSS/Excel
i. LUNCH
- 3) Exploratory Factor Analysis using SPSS
- 4) Correlation, Regression: Bi variate and Multiple

Day 3 1 Oct 2017

- 1) Introduction to SEM
- 2) Hands on exercise on AMOS
LUNCH
- 3) Measurement and Structural Models

4) Valedictory session

Registration and Selection of Participants

Who Can Participate?

- Research Scholars, Faculty members & Academicians

Registration Fees:

- 3000 INR (for other than MLS University participants),
- 2000 INR (for MLSU faculties and Research Scholars)

Selection of Participants: Maximum of 30 participants will be shortlisted for the workshop on First Come First Serve Basis. The participants will be given certificate on successful completion of the programme.

Accommodation of Participants: Participants desirous of availing accommodation in University Guest House on twin sharing basis are required to pay an extra amount Rs. 2000/- (for 3 nights and 4 days during workshop) with registration fee before 20th Sept., 2017. Stay arrangements are subject to availability of rooms in university guest house.

Other Details:

- **Last date for Registration for registration is 25 September, 2017**
- **Venue:** Faculty Of Management Studies, MLSU, New Campus, Udaipur (Raj.)
- **Timings:** 10a.m.-1:00 p.m.; Break (1:00-1:30 pm);1:30 p.m.-4:30 p.m. for all days.
- All participants are required to bring their laptops with them.
- No TA /DA will be given to any participant.
- Inclusions: working lunch, certificate, workshop study material and kit.

Prof. Anil Kothari
Director
Faculty of Management Studies
M. L. S. University, Udaipur

Prof Hanuman Prasad
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Course Director (MBA-EB&RM)
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FACULTY OF MANAGEMENT STUDIES
MOHANLAL SUKHADIA UNIVERSITY, UDAIPUR (RAJ.) 313001
(NAAC Accredited 'A' Grade)
MBA (E- Business, Rural Management and Social Work) Program

THREE DAYS WOKSHOP ON BUSINESS RESEARCH METHODS

Registration Form

Name:

Designation:

Name of the Institution:

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Mailing Address:

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Mobile:

E-mail:

NEFT/Transaction details:

Transaction No. Date :

Name of Bank: Place:

Registration Fees: 2000/- (for faculties and scholars of MLS University)

3000/- (for others)+2000 for Accommodation

MODE OF PAYMENT: ONLINE TRANSFER /NEFT

Bank Account Details:

Account Name Course Director (MBA E Business)

Account No.: 694201700700 **IFSC Code:** ICIC0006942

Bank Name: ICICI Bank, University Branch, Udaipur (Rajasthan)

IMPORTANT NOTE: Kindly mail/deposit registration form to workshop coordinator with receipt of online payment. The official receipt will be given on the day of workshop.

Signature of the participant with date: _____

(Mail duly filled form with online transfer details at brmworkshop.sep@gmail.com)