



WORKSHOP ON RESEARCH METHODOLOGY

Title	Workshop on Research Methodology
Date of Event(s)	2 nd November 2023
Department/Association/Cell /Committee	Department of MBA
Venue (Mention the platform if it is online)	AC Seminar Hall
Number of Participants	100
Target Audience	75

Resource Person	Dr.M.Umasankar Associate Professor, Department of Professional Studies, Christ University, Bengaluru
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Place of visit/ details of Industrial Visit place (if applicable):	
Event Coordinator	Asst. Prof.Kevin Rozario

THE OBJECTIVE OF THE PROGRAM:

The objective of a research methodology workshop for MBA students is to equip them with the essential knowledge, skills, and tools required to conduct high-quality research in the business and management field. The program aims to provide a comprehensive understanding of research methodologies, ethical considerations, and practical techniques to enable students to design, execute, and analyse research projects effectively. Here are objectives of workshop:

1. Introduction to Research Methods
2. Research Design
3. Data Collection Techniques
4. Sampling Strategies
5. Data Analysis Skills
6. Ethical Considerations
7. Literature Review
8. Research Proposal Development
9. Effective Communication of Research Findings
10. Practical Application



THE OUTCOME OF THE PROGRAM:

The research methodology workshop for MBA students yielded significant outcomes, reinforcing their skills and knowledge in business research. Participants demonstrated enhanced research proficiency, showcasing a nuanced understanding of diverse methodologies and adeptly selecting approaches suitable for their research inquiries. Proficiency in designing robust studies, coupled with a mastery of data collection techniques and statistical analysis tools, underscored their capacity for practical problem-solving.

Ethical considerations in research were ingrained, with a commitment to obtaining informed consent and upholding integrity. Adept literature review skills empowered students to critically analyse existing research, contribute to theoretical frameworks, and identify gaps. Students emerged with the capability to construct well-structured research proposals, articulate research findings effectively in various formats, and apply acquired knowledge to real-world business scenarios. Collaborative skills flourished through group activities, fostering teamwork and networking. As a result, students felt better prepared for their MBA research projects, equipped with increased confidence in their ability to make meaningful contributions to the business and management field. Continuous improvement through feedback utilization emphasized the program's commitment to refining its delivery for future cohorts.

Report Prepared by:

Asst.Prof. Kevin Rozario

Coordinator – MBA

School of Business & Management

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Principal



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SCHOOL OF BUSINESS AND MANAGEMENT ORGANIZES



A WORKSHOP ON RESEARCH METHODOLOGY

Resource Person: Dr.M Umasankar

Associate Professor

Department of Professional Studies

Christ University

NOVEMBER

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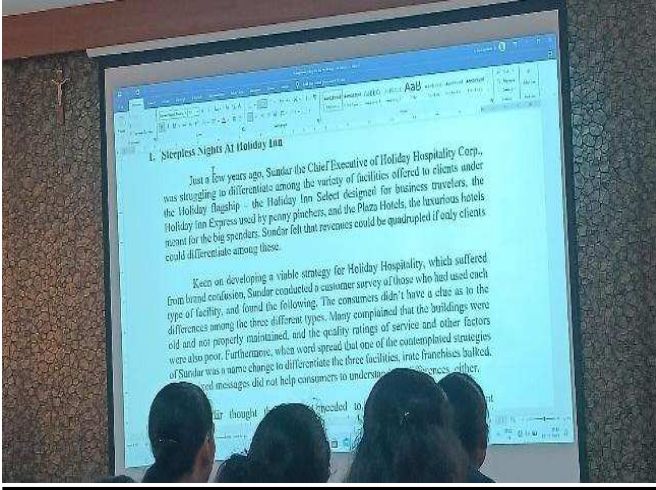
2023

THURSDAY

AT 10:30AM







RMM+7X5, Kamasandra
Village Rd, Ananth Nagar,
Phase 1, Kamasandra,
Lat:12.8319846,Long:12.8319846



12:39 PM
02 Nov-23, Thursday
312° NE



RMM+7X5, Kamasandra
Village Rd, Ananth Nagar,
Phase 1, Kamasandra,
Lat:12.8319846,Long:12.8319846



12:38 PM
02 Nov-23, Thursday
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RMM+7X5, Kamasandra
Village Rd, Ananth Nagar,
Phase 1, Kamasandra,
Lat:12.8319846,Long:12.8319846



12:37 PM
02 Nov-23, Thursday
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