

# **Management Development Programme**

**On**

**“RESEARCH METHODS FOR SOCIAL SCIENCES-**

**A Skill Building Approach”**

*“High quality research in all frontiers of knowledge is essential to achieve long term competitive Advantage. The current quantum of research happening in India is insufficient. Of the 11 million students enrolled in higher education in 2005-06, only 0.64 per cent were enrolled in research programs. India’s poor performance in research is also highlighted by comparisons with other countries. In 2002, USA had 4373, Japan had 5084, Germany had 3208 and even China had 633 researchers per million inhabitants while India had only 112. Similarly, while the number of doctorates increased by only 20 per cent in India, China showed a spectacular growth of 85 per cent in PhDs, Taiwan 57 per cent and Japan 48 per cent between 1991 and 2001.”*

– National Knowledge Commission Report 2009

Research forms the foundation for a program development but quality research produces results that are examinable by peers, methodologies that can be replicated, and knowledge that can be applied to real-world situations. This can be achieved only through strengthening fundamental concepts by getting exposed to research methodology, qualitative, quantitative techniques and multivariate data analysis and also be able to identify the appropriate tools required for analyzing various types of data and interpreting the findings.

With this objective in mind, AIMIT decided to organize Management Development Programme on “**RESEARCH METHODS FOR SOCIAL SCIENCES-A Skill Building Approach**” for the benefit of research scholars and faculty from Management institutes and Social Sciences.

## **Objective of the programme**

- To introduce the participants to the world of Research Methodology by acquainting them with different Research Methods and Techniques.
- To facilitate the capacity building of the young faculty and researchers, irrespective of their disciplines, in the realm of teaching and research.

## **Who should attend?**

The programme is designed for Research scholars and faculty from Management Institutes and Social Sciences.

### **Usefulness of the programme**

The programme will help the participants to enhance their ability to select right type of analysis tools encountered in research; effective usage of SPSS package starting from descriptive statistics to factor Analysis; validating the results of analysis.

### **Contents of the programme**

#### **DAY 1**

- Session 1 : Descriptive Statistics
- Session 2 : Research Methodology.
- Session 3 : Practicals- Coding, Descriptive Statistics.

#### **DAY 2**

- Session 4 : Parametric Tests.
- Session 5 : Non-parametric Tests.
- Session 6 : Inferential Statistics .
- Session 7 : Practicals— Tests of significance; association; ANOVA, Regression; Non-parametric tests.

#### **DAY 3**

- Session 8: Factor Analysis, MDS; Qualitative data analysis; Multivariate data analysis.
- Session 9 : Practicals– Preliminary Factor Analysis.

**Resource Persons:** The sessions would be handled by eminent faculty drawn from leading institutes like Mangalore University, University of Agricultural Sciences, Hebbal,Bengaluru.

**Date:** August 9-11 , 2010

**Venue:** AIMIT Auditorium, St Aloysius Institute of Management and Information Technology, Beerli, Mangaluru 575022

**Coordinator/s:**

Dr. S. Sridhar - Coordinator. Mobile No. : **9343564336**

Ms. Sumitha Achar - Joint Coordinator. Mobile No. : **9980885896**

**Fees:**

Participation Fee - Rs.2500

Participation fee with accomodation - Rs.3000

### **Registration**

All those who are interested to attend the programme are requested to confirm their participation well in advance. The registration fee includes admission to all sessions, tea & lunch for three days and course materials.

Registration form can be downloaded from the link <http://aimit.vrixx.net/MDP>.

Filled registration form along with DD/Cheque (drawn in favor of St. Aloysius College—MBA”, payable at Mangalore) should be sent to Programme Coordinator.

### **Contact details**

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