



One Week National Workshop on Mastering Research Methods and Data Analysis in Social Science Research

May 27 to May 31, 2024

Organised by:



St. Berchmans College

SB College, founded in 1922, was accorded the prestigious status; College with Potential for Excellence (CPE) by UGC in 2004. The college has been reaccredited with 'A' grade by NAAC. It was twice the recipient of R Shanker Award instituted by the Government of Kerala for the best Arts and Science College. There are 20 Post Graduate, 16 Under Graduate courses and 10 Research departments. SB College, was granted Academic Autonomy in June 2014 and celebrated its Centenary in 2021-2022.

Berchmans Institute of Management Studies (BIMS)

BIMS Celebrates 29 years of extending knowledge and changing lives. The Institute, affiliated to Mahatma Gandhi University, Kerala, offers a calibrated autonomous curriculum for its two-year full-time Master of Business Administration (MBA) programme. It is recognised by All India Council for Technical Education, New Delhi.

Berchmans Centre for Management Research (BCMR)

The Business Administration Department of SB College focuses to improve the quality of management education by developing new initiatives with the purpose of advancing scholarly activities primarily through collaborative research, training, research dissemination and other creative endeavors. The department has been upgraded as the Research Centre of Mahatma Gandhi University of Management Studies via order no. 1107/AC A 6/2020MGU dated 28.02.2020. The Research Centre facilitates Research Scholars (Full time and Part-time) registered for Ph.D. to carry out research on the subject approved by the University leading to the Ph.D degree. Currently twenty three scholars are undergoing research in the department.

Welcome to Our Workshop!

In the dynamic field of social sciences, mastering research methods and data analysis is crucial for producing accurate and impactful research. However, many researchers struggle with these fundamental aspects, leading to flawed data collection and erroneous research outcomes. This workshop is designed to bridge this gap by providing practical, hands-on training that ensures a deep understanding and confident application of research methods and data analysis techniques in their research endeavours.

Join us at the Berchmans Institute of Management Studies for an enriching six-day journey where theory meets practice. Our sessions are meticulously crafted to transform your approach to research, equipping you with the skills needed to navigate every stage of the research process with precision and confidence. Experience a unique blend of expert guidance, live case discussions, and interactive sessions that promise to elevate your research capabilities to new heights.

Workshop Goals

The primary aim of this workshop is to demystify the research process and enhance your practical skills in every aspect of research methodology and data analysis. By the end of this workshop, you will:

- ▶ Clearly define research problems and set precise objectives.
- ▶ Formulate and test hypotheses effectively.
- ▶ Identify, measure, and analyse variables with confidence.
- ▶ Develop robust data collection instruments.
- ▶ Choose the right statistical tools, analyse data, and interpret the results effectively.

Each session is designed to ensure that participants understand the theoretical concepts and gain hands-on experience applying these techniques to their research projects.

Who Should Attend?

This workshop is tailored for:

- ▶▶ Faculty members looking to enhance their research skills.
- ▶▶ Researchers at any stage of their research journey.
- ▶▶ Anyone with a keen interest in learning the intricacies of research methods and data analysis.

Why Attend?

- ▶ Refresh Your Knowledge: Gain new perspectives and refresh your research knowledge.
- ▶ Practical Skills: Acquire hands-on skills directly applicable to your research projects.
- ▶ Expert Guidance: Learn from experienced resource persons with a wealth of practical knowledge.
- ▶ Networking Opportunities: Connect with peers and experts in social science research.

Detailed Program Schedule

Day 1 : Setting the Stage for the Research Journey

- ▶▶ **Session 1:** Navigating the Research Methods and Stages in the Systematic Research Process.
- ▶▶ **Session 2:** Crafting Your Research Problem: Setting Research Objectives and Hypotheses.

Day 2 : Design and Measurement

- ▶▶ **Session 3:** Exploring Research Designs: Choosing the Right Path
- ▶▶ **Session 4:** Understanding and Utilising Measurement Scales in Your Research.

Day 3 : Methods for Data Collection

- ▶▶ **Session 5:** Designing Effective Questionnaires: Techniques and Validation
- ▶▶ **Session 6:** Sampling Strategies: Choosing Sampling Design and Sample Size Determination

Day 4 : Data Handling Techniques

- ▶▶ **Session 7:** Data at Your Fingertips: Efficient Data Entry and Management Using IBM SPSS and MS Excel
- ▶▶ **Session 8:** Descriptive Statistical Analysis: Interpreting Data Through Tabular, Graphical, and Numerical Measures

Day 5 : Statistical Testing

- ▶▶ **Session 9:** Hypothesis Testing Unveiled: Applying One-Sample and Two-Sample Tests
- ▶▶ **Session 10:** Beyond Basics: Mastering ANOVA, ANCOVA, and MANOVA

Software Packages Required:

You will be trained to use user-friendly software packages like IBM SPSS Statistics and MS Excel, applying different analytical topics throughout the workshop.

Prerequisites:

No advanced knowledge of research methods or statistics is required. The only prerequisites are a genuine interest in research and a willingness to learn.

About the Resource Person

Rajesh P

Associate Professor, Government Engineering College, Thrissur - 680 009.

Our resource person brings a unique blend of academic and practical experience, leading numerous FDPs and workshops on research methodology and data analysis for researchers across various disciplines in reputed institutes in Kerala and beyond. He is a sought-after consultant for research works and data analysis for numerous PhD theses and research projects across diverse subjects and institutes. Learn from a resource person who combines theoretical expertise with practical skills in research methods and data analysis.

For Registration:

REGISTRATION FEES: ₹ **1200 + 300** (for those who require lunch)

REGISTRATION FORM: <https://forms.gle/7bQLHowPdGrGNRWi8>



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Join Us!

Secure your spot and transform your research capabilities with expert insights and hands-on practice. Don't miss this opportunity to elevate your research skills and connect with a network of like-minded professionals.