

Short term course on Business Research Methods (11-23 July 2011)

Organized by the Department
of Humanities and Social
Sciences, IIT Kharagpur

Certification from
**Continuing Education Cell,
Indian Institute of Technology
Kharagpur**

The QIP programme on Business Research methods is a practical and Interactive Workshop aimed to develop an understanding in designing and carrying out research and guide students for research projects and dissertation. This course offers practical hands on approach to use data analysis tools, software packages through case examples, and skill building exercises. It will provide a comprehensive understanding of research methodology that can better equip faculty to effectively guide their own research and students' research work.

The course is fully sponsored by MHRD/AICTE under the quality improvement programme. It does not require a Course fee to be paid by the participants. It is open for teachers of Engineering or Management Institutions or the Management departments of an Engineering Institution approved by AICTE.

The form needs to be filled by the participant and endorsed by HOD or similar supervising authority. A hard-copy filled-in form is necessary before the participant joins the course; however, because of shortage of time, an advance copy as an attachment to the e-mail address of the Coordinator can be sent. There are 30 seats only. **Last date for submitting application is 30th June.**

Course Design

The topics selected for this course will expose participating faculty to the latest trends and concepts in research methodology. The programme aims to cover topics like Research design- Understanding the basic functions of research design like problem formulation, hypotheses making, sampling, literature survey, types of research- exploratory vs. confirmatory, data collection procedure, data editing, data analysis- analysis and design of experiments, inferential statistics, multivariate statistics, use of SPSS and AMOS package for data analysis, report writing, paper writing for journals, thesis writing etc

Programme Outline

1. Introduction to research
2. Literature review and research problems
3. Experimental and Quasi experimental research
4. Type of research- causal, correlational and survey research
5. Qualitative research
6. Sampling
7. Data collection
8. Data analysis, interpretation and reporting
9. Report writing for projects, thesis, and publications

Schedule

Duration	Location	Course Date	Timings	Venue
Two weeks	IIT Kharagpur	11 July - 23 July, 2011	9.00 – 5.00 PM	Department of HSS, IIT Kharagpur

Participation Fees

Participants from industry and other non AICTE Institutions will pay course fee of 9000/- per person. They should send the DRAFT in favour of CEP-IIT KHARAGPUR to the undersigned along with the application form. They have to pay for their boarding and lodging, which can be arranged in the guesthouse.

Coordinator

All communications should be addressed to

Prof. K B L Srivastava

Coordinator

SDP on Business Research methods

Dept of HSS, IIT Kharagpur, W.B. Pin: 721 302.

Tel: 03222-283624 (O), 283625 (R), Fax: 255303/282270

Email: kbls@hss.iitkgp.ernet.in kailashbksrivastava@gmail.com

Application Form
AICTE sponsored Short Term Course on
Business Research methods
11 -23 July, 2011
IIT KHARAGPUR

1. Name:
2. Designation:
3. Name of the Institution/ Organization:
4. Address for communication:

5. Highest academic qualification:
6. Phone No:
7. Fax No
8. Email:
9. Details about the Demand Draft: (for industry. Non AICTE Participants)

Bank name, Draft number & Date	Amount (In Rupees)

Date:

Signature of Applicant

Approval for QIP candidates/Sponsorship

We approve the above applicant as a QIP candidate/ sponsor the above applicant for the short-term course on "Business Research Methods in Management from 11-23 July 2011 at IIT Kharagpur.

Date:

**Signature and seal of Approving/sponsoring
Authority**