

RAJIV GANDHI COLLEGE OF ENGINEERING AND TECHNOLOGY

(Approved by AICTE and Affiliated to Pondicherry University)

(Accredited with 'A' Grade by NAAC)

(Sponsored by Sri Balaji Educational and Charitable Public Trust)

Pondy - Cuddalore Main Road, Kirumampakkam, Puducherry - 607 403.

28 October 2019
Puducherry

From

Mrs.K P Gnanapreetha,
Event Coordinator,
Department of MBA,
Rajiv Gandhi College of Engineering and Technology,
Kirumampakkam, Puducherry - 607 403.

To

The Principal,
Rajiv Gandhi College of Engineering and Technology,
Kirumampakkam, Puducherry - 607 403.

THROUGH THE HEAD OF THE DEPARTMENT, DEPARTMENT OF MBA

Respected Sir,

Sub: - Request for permission to conduct a one-day Workshop on Research Methodology and its Significance for I MBA Students-reg.

We have planned to conduct a one day workshop on the topic "Research Methodology and its Significance" on 15-11-2019. I will be the Coordinator of the workshop. The aforementioned workshop will be offered to the I Year / I Semester students of the MBA Department.

I kindly request you to grant permission to conduct this program. Enclosed are the details of the workshop for your perusal and approval.

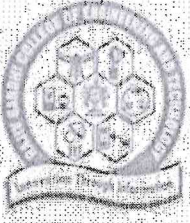
Thanking you,

Yours sincerely,

Mrs.K P Gnanapreetha
Event Coordinator

Forwarded to the Principal


Dr. E. VIJAYAKRISHNA RAPAKA
B.Tech. (Mech.), M.Tech.(Energy), Ph.D. (IIT Madras)
M.I.S.T.E., F.I.I.P.E., M.C.S.I.M.C.I.I.,
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DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

No: RGCET/MBA/Circular/2020-21/ W03

Date: 06.11.2019

CIRCULAR

I am excited to inform you that a Workshop on the topic "Research Methodology and its Significance" is going to be conducted on 15-11-2019. The aforementioned Workshop will be offered to the I Year students of the MBA Department.

All are invited!

HOD / MBA

Copy to:

1. The Principal
2. Circulate to all Faculty Members and MBA students
3. Notice board / file

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RAJIV GANDHI COLLEGE OF
ENGINEERING AND TECHNOLOGY
PUDUCHERRY 607 403

DEPARTMENT OF MANAGEMENT STUDIES

Workshop
on

**RESEARCH METHODOLOGY AND ITS
SIGNIFICANCE**

15-11-2019

Dr.E.Vijayakrishna Rapaka

Principal

Dr.K. Ayyappan

Vice Principal

Resource Person

Dr. Sundaramurthy Reddy S

PRO

AG Padmavathi Hospital, Puducherry

Dr. Sinouvassane N

Head of the Department

MBA

Dr. E. VIJAYAKRISHNA RAPAKA
B.Tech. (Mech.), M.Tech.(Energy), Ph.D. (IIT Madras)
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DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

Course Name	Research Methodology and its Significance
Course Code	MBA19W03
Resource Person (s)	Dr. Sundaramurthy Reddy S, PRO AG Pathmavathi Hospital, Puducherry
Date	15-11-2019
Course Offered to	Dept.: MBA Year: I Sem: I

Course Module Workshop on Research Methodology and its Significance

Introduction to Research Methodology

Definition and Importance, Types of Research & The Research Process: What is research methodology - Why is it crucial in academic and business contexts.

Research Design and Data Collection

Research Design & Data Collection Methods: Formulating research questions and hypotheses; selecting appropriate research methods and tools. Techniques for gathering primary and secondary data including surveys, interviews, and case studies.

Data Analysis and Interpretation

Data Analysis Methods, Statistical Tools & Interpretation: Techniques for analyzing qualitative and quantitative data. Use of statistical software for data analysis. Drawing valid conclusions from research results.

Research in Business and Entrepreneurship


Case Studies & Market Opportunities: Successful research applications in entrepreneurship. Identifying and evaluating business performance through research.

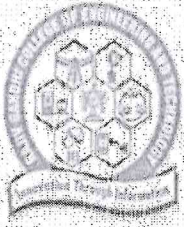
Ethical Considerations in Research

Ethical Issues: Understanding consent, confidentiality, and integrity. Best Practices: Conducting ethical research and addressing ethical dilemmas.

Practical Application and Case Studies

Hands-on Exercises: Applying research methodologies to real-world scenarios. Discussing and presenting findings from research case studies. Group Discussions: Collaborative analysis and presentation of research results.


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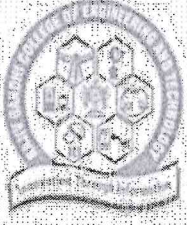
Program Schedule

Time	Activity	Details
9:00 am - 9:30 am	Registration & Welcome	Introduction by Dr. J.Juno Jasmine.
9:30 am - 10:15 am	Session 1: Introduction to Research Methodology	Overview of research methodology, types of research, and the research process.
10:15 am - 10:30 am	Break	Refreshments and networking.
10:30 am - 11:15 am	Session 2: Research Design and Data Collection	Designing a research study, formulating questions, and data collection methods.
11:15 am - 12:00 pm	Session 3: Data Analysis and Interpretation	Analyzing data, using statistical tools, and interpreting results.
12:00 pm - 1:00 pm	Lunch Break	Lunch and informal networking.
1:00 pm - 1:45 pm	Session 4: Research in Business and Entrepreneurship	Role of research in business, case studies, and evaluating business performance.
1:45 pm - 2:30 pm	Session 5: Ethical Considerations in Research	Understanding and addressing ethical issues in research.
2:30 pm - 2:45 pm	Break	Refreshments and networking.
2:45 pm - 3:30 pm	Session 6: Practical Application and Case Studies	Hands-on exercises, case study analysis, and group discussions.
3:30 pm - 4:00 pm	Interaction	Discussion

Event Coordinator

Head of the Department


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18/11/19

Report on One Day Workshop on Research Methodology and its Significance

Title: Research Methodology and its Significance

Date: 15-11-19

Timing: 9:00 am to 4:00 pm

Venue: APJ Abdul Kalam Block, 2nd Floor.

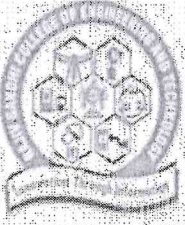
The Entrepreneurship Development Cell (EDC) of Rajiv Gandhi College of Engineering and Technology (RG CET) organized an enlightening workshop titled "Research Methodology and its Significance." This workshop was designed to provide MBA students, aspiring researchers, and entrepreneurs with a thorough understanding of research methodologies and their essential role in informed decision-making and fostering innovation. The session offered a detailed exploration of various research methods, data analysis techniques, and how research can be practically applied in business and entrepreneurship contexts.

The workshop aims to fulfill the following objectives

- ✓ Provide a comprehensive overview of research methodologies and their importance in academic and business contexts.
- ✓ Equip participants with practical skills in designing and conducting research.
- ✓ Discuss the significance of research in making informed business decisions and driving innovation. Facilitate hands-on learning through case studies and interactive exercises.

The workshop commenced with an opening address by Dr. N. Sinouvassane, Head of the Department, emphasized the importance of research methodology in enhancing the quality of academic and business endeavors. He introduced the workshop's objectives and highlighted the expertise of the guest speakers and facilitators.


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The keynote address was delivered by Dr. Sundaramurthy Reddy S, PRO AG Pathmavathi Hospital, Puducherry, a renowned academic researcher and consultant. provided an overview of research methodology, stressing its significance in obtaining reliable data and making informed decisions. His address highlighted the connection between robust research practices and successful business strategies.


Research methodology is the systematic approach used to conduct research, encompassing the methods, techniques, and procedures employed to gather and analyze data. It serves as the foundation of a study, guiding researchers in selecting appropriate tools and ensuring the accuracy and reliability of their findings.

A well-designed research methodology ensures that the data collected is valid (accurately reflects the phenomena being studied) and reliable (produces consistent results). This is crucial for drawing credible conclusions from the research.

Clear and structured methodologies allow other researchers to replicate the study, verifying results and contributing to the body of knowledge in the field. Research methodology is vital for the success and credibility of any research project. It provides a clear framework for conducting studies, ensuring that findings are accurate, replicable, and ethically sound.


Event Coordinator


Head of the Department


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DEPARTMENT OF MBA

Course Name	Research Methodology and its Significance
Course Code	MBA19W03
Resource Person (s)	Dr. Sundaramurthy Reddy S, PRO AG Pathmavathi Hospital, Puducherry
Date	15-11-2019
Course Offered to	Dept.: MBA Year: I Sem: I

List of Students Attended

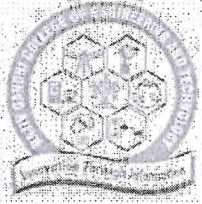
S.No	Register Number	Name	Year/Sem	Department
1	19MBA201	ANJELEEN J	I/I	MBA
2	19MBA202	ASHWATHI V	I/I	MBA
3	19MBA203	BABY D	I/I	MBA
4	19MBA204	BALAMURUGAN S	I/I	MBA
5	19MBA205	BHUVANA ABIRAMI A	I/I	MBA
6	19MBA206	DEIVANAYAGI R	I/I	MBA
7	19MBA207	DELANANCHE DELPHINE MARIE P	I/I	MBA
8	19MBA208	DHANALAKSHMI K	I/I	MBA
9	19MBA209	GAYATHRI M	I/I	MBA
10	19MBA210	GURUMURTHI E	I/I	MBA
11	19MBA211	HARIHARAN M	I/I	MBA
12	19MBA212	HARIHARAN V	I/I	MBA
13	19MBA214	INFANCIA QUEENI K	I/I	MBA
14	19MBA215	IYYAPPAN M	I/I	MBA
15	19MBA216	JAGADEESHWARAN M	I/I	MBA
16	19MBA217	JJO N JOSEPH	I/I	MBA
17	19MBA218	KANIMOZHI V	I/I	MBA
18	19MBA219	KIRAN C P	I/I	MBA
19	19MBA220	LAKSHMI NARAYANAN J	I/I	MBA
20	19MBA221	LAKSHMINARAYANAN D	I/I	MBA
21	19MBA222	LOHESH KUMAR R	I/I	MBA
22	19MBA223	MANIKANDAN B	I/I	MBA
23	19MBA224	MARIE VERONIQUE OLIVIA A	I/I	MBA
24	19MBA225	MONICA S	I/I	MBA
25	19MBA226	MURALITHARAN C	I/I	MBA
26	19MBA227	MUTHUMATHI R	I/I	MBA
27	19MBA228	NANDHAGOPALAN P	I/I	MBA

Dr. E. VIJAYAKRISHNA RAPAKA

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28	19MBA229	PADMANATHAN T	I/I	MBA
29	19MBA230	PANDIYAN R	I/I	MBA
30	19MBA231	PARTHIPAN M	I/I	MBA
31	19MBA232	PRAVIN K	I/I	MBA
32	19MBA233	PREETHIVADHANA R	I/I	MBA
33	19MBA234	PREMKUMAR R	I/I	MBA
34	19MBA235	PREMRAJA S	I/I	MBA
35	19MBA236	PRIYADHARSHINI J	I/I	MBA
36	19MBA237	RAJASEKAR G	I/I	MBA
37	19MBA238	RAMYA J	I/I	MBA
38	19MBA239	RAMYA K	I/I	MBA
39	19MBA240	RANJEET R	I/I	MBA
40	19MBA241	SARANYA G	I/I	MBA
41	19MBA242	SARANYA M	I/I	MBA
42	19MBA243	SARANYA R	I/I	MBA
43	19MBA244	SATHYA S	I/I	MBA
44	19MBA245	SELVAM M	I/I	MBA
45	19MBA246	SHARADH KISHAN A	I/I	MBA
46	19MBA247	SHARIKA V	I/I	MBA
47	19MBA248	SHARON K	I/I	MBA
48	19MBA249	SIVASHANKARI N	I/I	MBA
49	19MBA250	SRIVIDHYA R	I/I	MBA
50	19MBA251	STEPHY FELICITY A	I/I	MBA
51	19MBA252	SUNISHA D	I/I	MBA
52	19MBA253	SWATHI K	I/I	MBA
53	19MBA254	THAMIZHARASAN S	I/I	MBA
54	19MBA255	VARSHINI M	I/I	MBA
55	19MBA256	YASHINI JOTHI M	I/I	MBA


Event Coordinator


Head of the Department


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Rajiv Gandhi College of Engineering and Technology Puducherry
Department of Management Studies
Master of Business Administration

Feedback Form

Workshop Title:.....

Date: Venue:.....

Name: Semester/Year:

THE DESIGN OF THE WORKSHOP

- A. Were objectives of the workshop clear to you? Y / N
- B. The contents met with your expectations
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- C. The lecture sequence was well planned
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- D. The contents were illustrated with adequate examples
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- E. The level of the workshop was too high
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- F. The contents compared with your expectations was too theoretical
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- G. The workshop exposed you to new knowledge and practices
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

THE CONDUCT OF THE WORKSHOP


- A. The lectures were clear and easy to understand
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- B. The teaching aids were effectively used
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- C. The material handed out was adequate
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- D. The instructors encouraged interaction and were helpful
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- E. Were objectives of the workshop realized? Y / N
- F. Please give overall rating of the course

90% - 100% () 60% - 70% ()

80% - 90% () 50% - 60% ()

70% - 80% () below 50% ()

Signature


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Rajiv Gandhi College of Engineering and Technology Puducherry
Department of Management Studies
Master of Business Administration

Feedback Form

Workshop Title: Research Methodology and its Significance

Date: 15/11/2019 Venue: A.P.J. Abul Kalam Block

Name: Muthumathi R Semester/Year: Ist sem / Ist year

THE DESIGN OF THE WORKSHOP

- A. Were objectives of the workshop clear to you? ✓
Y / N
- B. The contents met with your expectations
 1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree ✓
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- D. The instructors encouraged interaction and were helpful
 1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree ✓
- E. Were objectives of the workshop realized? ✓
Y / N

F. Please give overall rating of the course

- 90% - 100% () 60% - 70% ()
 80% - 90% (✓) 50% - 60% ()
 70% - 80% () below 50% ()

Muthumathi R
Signature


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Department of Management Studies
Master of Business Administration

Feedback Form

Workshop Title: Research Methodology and its Significance

Date: 15.11.2019 Venue: A.P.J. Abdul Kalam Block

Name: Iyyappan M Semester/Year: Ist Sem / Ist yr

THE DESIGN OF THE WORKSHOP

- A. Were objectives of the workshop clear to you? Y / N
- B. The contents met with your expectations
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- F. Please give overall rating of the course

90% - 100% () 60% - 70% ()

80% - 90% () 50% - 60% ()

70% - 80% () below 50% ()

Iyyappan M
Signature


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Department of Management Studies
Master of Business Administration

Feedback Form

Workshop Title: Research Methodology and its Significance
 Date: 15.11.2019 Venue: A.P.J. Abdul Kalam Block
 Name: Swathi.k Semester/Year: Ist Sem / Ist year

THE DESIGN OF THE WORKSHOP

- A. Were objectives of the workshop clear to you? Y / N
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- F. Please give overall rating of the course

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 80% - 90% () 50% - 60% ()
 70% - 80% () below 50% ()

Swathi.k
Signature

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WORKSHOP TITLE: RESEARCH METHODOLOGY AND ITS SIGNIFICANCE

Date: 15-11-2019

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