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# 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.

20 November 2018  
Puducherry

From

Dr. Juno Jasmine. J,  
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 Design and Methodology for I MBA Students-reg.**

We have planned to conduct a one day workshop on the topic "Research Design and Methodology" on 12/12/2018. I will be 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,


  
Dr. Juno Jasmine.J  
Event Coordinator

Forwarded to the

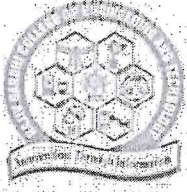
Principal





  
**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 MANAGEMENT STUDIES

ACADEMIC YEAR 2018 – 19

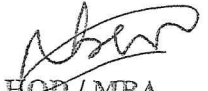
No: RGCET/MBA/Circular/2018-19/ W 01

Date: 26.11.2018

### CIRCULAR

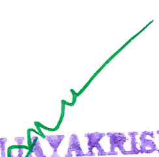
I am excited to inform you that a Workshop on the topic "Research Design and Methodology" is going to be conducted on 12/12/2018. The aforementioned Workshop will be offered to the I Year students of the MBA Department.

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 DESIGN AND METHODOLOGY**

12-12-2018

**Dr.E.Vijayakrishna Rapaka**

Principal

**Dr.K. Ayyappan**

Vice Principal

Resource Person

**Dr. Leena Francis**

Assistant Professor

DE Paul Institute of Science and Technology

**Dr. Sinouvassane N**

Head of the Department

**MBA**

*amy*  
**Dr. E. VIJAYAKRISHNA RAPAKA**

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## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

|                   |   |
|-------------------|---|
| Course Name       | Research Design and Methodology   |
| Course Code       | MBA18W02  |
| Resource Person   | Dr. Leena Francis, Assistant Professor, DE Paul Institute of Science and Technology |
| Date              | 12-12-2018  |
| Course Offered to | Dept.: MBA      Year: I      Sem: I   |

### Course Module: One Day Workshop on "Research Design and Methodology"

#### Fundamentals of Research Design

Definition and Importance of Research Design

Types of Research Designs: Exploratory, Descriptive, Analytical, Experimental

Role of Hypotheses: Development and Testing

#### Research Methodologies

Qualitative vs. Quantitative Research

Data Collection Methods: Surveys, Interviews, Observations, Case Studies

Data Analysis Techniques: Descriptive and Inferential Statistics, Thematic Analysis

#### Developing a Research Proposal

Components of a Research Proposal: Introduction, Literature Review, Methodology, Expected Outcomes

Crafting Research Questions and Objectives Proposal

Structuring and Formatting

#### Evaluating and Validating Research

Criteria for Research

Quality and Validity Ethical

Considerations in Research

Common Pitfalls and How

to Avoid Them

  
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## PROGRAM SCHEDULE

| Time                | Activity                                      | Content  |
|---------------------|---|--|
| 9:00 am – 9:30 am   | Registration and Welcome Coffee               | Participants check-in and network overrefreshments.  |
| 9:30 am – 9:45 am   | Opening Remarks                               | Provides an overview of the workshop and its objectives.   |
| 9:45 am – 10:45 am  | Session 1: Fundamentals of Research Design    | Introduction to research design, types of designs, and the role of hypotheses.                               |
| 10:45 am – 11:00 am | Tea Break                                     | -  |
| 11:00 am – 12:00 pm | Session 2: Research Methodologies             | Exploration of qualitative and quantitative methodologies, data collection methods, and analysis techniques. |
| 12:00 pm – 1:00 pm  | Session 3: Developing a Research Proposal     | Detailed discussion on components, crafting research questions, and structuring proposals.                   |
| 1:00 pm – 1:45 pm   | Lunch Break                                   | -  |
| 1:45 pm – 2:45 pm   | Session 4: Evaluating and Validating Research | Criteria for quality and validity, ethical considerations, and avoiding common pitfalls.                     |
| 2:45 pm – 3:45 pm   | Interactive Q&A Session                       | Open forum for participants to ask questions and seek advice on research challenges and methodologies.       |
| 3:45 pm – 4:00 pm   | Closing Remarks and Feedback Collection       | Summary of key takeaways, collection of participant feedback, and concluding remarks.                        |

  
Event Coordinator

  
Head of the Department

  
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14/12/2018

## Report on One Day Workshop on Research Design and Methodology

**Title:** Research Design and Methodology

**Date:** 12-12-2018

**Timing:** 9:00 am to 4:00 pm

**Venue:** APJ Abdul Kalam Block, 2nd Floor.

The Department of Management Studies at Rajiv Gandhi College of Engineering and Technology (RGCEET) organized an informative "Research Design and Methodology" workshop for MBA students. The workshop was designed to equip participants with a deep understanding of research methodologies, the design process, and practical aspects of conducting research in the field of management. The goal was to enhance the students' ability to design and execute rigorous research projects.

The primary objectives of the workshop were to:

- Provide MBA students with a comprehensive understanding of research design and methodologies.
- Explain the key components and steps involved in creating a robust research plan.
- Offer practical insights and examples of effective research practices from experienced researchers.
- Equip students with the skills to evaluate and apply research methodologies in their studies critically.

The workshop was inaugurated with an opening address by Dr. N. Sinouvassane,, Head of the Department of Management Studies. Dr. N. Sinouvassane, emphasized the importance of strong research skills in the field of management and highlighted how effective research design can contribute to meaningful and impactful business insights.

  
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## Keynote Address:

The keynote address was delivered by Dr. Leena Francis, Assistant Professor, DE Paul Institute of Science and Technology, Angamaly shared his extensive experience in research, focusing on the intricacies of research design and methodology. He discussed key concepts such as formulating research questions, designing research frameworks, and the importance of methodological rigor in producing credible research outcomes.

Research design and methodology are fundamental components of any scientific inquiry, guiding how a study is structured and how data is collected, analyzed, and interpreted.

## Research Design

The research design is the blueprint of a study, outlining the framework for gathering and analyzing data. It includes decisions on whether the research will be qualitative, quantitative, or mixed-methods, as well as the overall strategy, such as experimental, correlational, or descriptive. A well-crafted research design ensures that the study is methodologically sound and that the research questions can be effectively addressed.

## Research Methodology

Methodology refers to the specific procedures and techniques used to collect and analyze data. This includes the selection of tools like surveys, interviews, or experiments, the sampling methods, and the data analysis techniques employed. A rigorous methodology is critical for ensuring the validity and reliability of the research findings.

## Ethical Considerations

Ethics is a crucial aspect of research design and methodology, ensuring that the study is conducted with integrity and respect for participants. This involves obtaining informed consent, ensuring confidentiality, and minimizing any potential harm to participants.

Research design and methodology are essential for producing credible and reliable results. By carefully planning the design and employing appropriate methodologies, researchers can effectively address their research questions, contribute valuable insights to their field, and uphold ethical standards.

  
Event Coordinator

  
Head of the Department

  
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|                   |   |
|-------------------|---|
| Course Name       | Research Design and Methodology   |
| Course Code       | MBA18W02  |
| Resource Person   | Dr. Leena Francis, Assistant Professor, DE Paul Institute of Science and Technology |
| Date              | 12/12/2018  |
| Course Offered to | Dept.: MBA Sem/ Year: I / I   |

### List of Students Attended

| S.No | Register Number | Name                  | Year/Sem | Department |
|------|-----------------|-----------------------|----------|------------|
| 1    | 18MBA201        | Abinayaselvan V       | I/I      | MBA        |
| 2    | 18MBA202        | Allwyn G              | I/I      | MBA        |
| 3    | 18MBA203        | Aravindhasamy. K      | I/I      | MBA        |
| 4    | 18MBA204        | Arul Selvi T          | I/I      | MBA        |
| 5    | 18MBA205        | Avinaashram S P       | I/I      | MBA        |
| 6    | 18MBA206        | Bakyalakshmi          | I/I      | MBA        |
| 7    | 18MBA207        | Balamurugan S         | I/I      | MBA        |
| 8    | 18MBA208        | Dhanavandhan T        | I/I      | MBA        |
| 9    | 18MBA209        | Dharman V             | I/I      | MBA        |
| 10   | 18MBA210        | Dhilip S              | I/I      | MBA        |
| 11   | 18MBA211        | Dhinakaran.T          | I/I      | MBA        |
| 12   | 18MBA212        | Gautamakrishnan I     | I/I      | MBA        |
| 13   | 18MBA213        | Govindou Urmila       | I/I      | MBA        |
| 14   | 18MBA214        | Haritha. K            | I/I      | MBA        |
| 15   | 18MBA215        | Hashmukh@Dilip@Deepak | I/I      | MBA        |
| 16   | 18MBA216        | Ilanchezion V         | I/I      | MBA        |
| 17   | 18MBA217        | Indumathi T           | I/I      | MBA        |
| 18   | 18MBA218        | Jasmeen S             | I/I      | MBA        |
| 19   | 18MBA219        | Jayapriya M           | I/I      | MBA        |
| 20   | 18MBA220        | Jayasri N             | I/I      | MBA        |
| 21   | 18MBA221        | Jeyakumar J           | I/I      | MBA        |
| 22   | 18MBA222        | Kalaivanan K          | I/I      | MBA        |
| 23   | 18MBA223        | Karthick. S           | I/I      | MBA        |
| 24   | 18MBA224        | Keerthana R           | I/I      | MBA        |
| 25   | 18MBA225        | Mohamed Bilal. A      | I/I      | MBA        |

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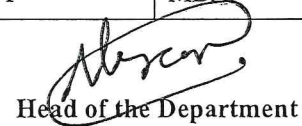
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|    |          |                   |     |     |
|----|----------|-------------------|-----|-----|
| 26 | 18MBA226 | Mohanapriya.R     | I/I | MBA |
| 27 | 18MBA227 | Monoj Kumar. M    | I/I | MBA |
| 28 | 18MBA228 | Nivetha M         | I/I | MBA |
| 29 | 18MBA229 | Oliviya S         | I/I | MBA |
| 30 | 18MBA230 | Pavithra J        | I/I | MBA |
| 31 | 18MBA231 | Poorani R         | I/I | MBA |
| 32 | 18MBA232 | Pramodh V         | I/I | MBA |
| 33 | 18MBA233 | Priyanka. V       | I/I | MBA |
| 34 | 18MBA234 | Priyanka Jain. A  | I/I | MBA |
| 35 | 18MBA235 | Ramya.K           | I/I | MBA |
| 36 | 18MBA236 | Ranjith Kumar. S  | I/I | MBA |
| 37 | 18MBA237 | Rishab Anand. M   | I/I | MBA |
| 38 | 18MBA238 | Rohini S          | I/I | MBA |
| 39 | 18MBA239 | Ruth H            | I/I | MBA |
| 40 | 18MBA240 | Selvaganapathy. M | I/I | MBA |
| 41 | 18MBA241 | Sinega.R          | I/I | MBA |
| 42 | 18MBA242 | Sowmia Devi M     | I/I | MBA |
| 43 | 18MBA243 | Srimathi V        | I/I | MBA |
| 44 | 18MBA244 | Thiruselvan J     | I/I | MBA |
| 45 | 18MBA245 | Tony Churchill A  | I/I | MBA |
| 46 | 18MBA246 | Vijayakousalya. V | I/I | MBA |
| 47 | 18MBA247 | Vinod. T          | 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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Department of Management Studies  
Master of Business Administration

Feedback Form

Workshop Title: Research design and Methodology  
Date: 12-12-2018 Venue: APJ Abdul kalam block  
Name: Keerthana R Semester/Year: I/I

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- A. Were objectives of the workshop clear to you?  / N
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80% - 90% ( ) 50% - 60% ( )  
70% - 80% ( ) below 50% ( )

Keerthana R  
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 Design and Methodology  
Date: 12-12-2018 Venue: APJ Abdul Kalam Block  
Name: Indumathi.T Semester/Year: I / I

**THE DESIGN OF THE WORKSHOP**

- A. Were objectives of the workshop clear to you? Y / N
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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% ( )

Indumathi

Signature

  
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**Feedback Form**

Workshop Title:.....*Research Design and Methodology*.....  
Date: .....*12-12-2018*..... Venue:.....*APJ Abdul Kalam Block*.....  
Name: .....*Ninetha M*..... Semester/Year: .....*I / I*.....

**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% ( )

*Ninetha M*  
Signature

*me*  
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# 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.

WORKSHOP TITLE: RESEARCH DESIGN AND METHODOLOGY

Date: 12-12-2018

I Year I Semester



*Principally*  
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**ENGINEERING AND TECHNOLOGY**  
**KIRUMAMPAKKAM, PUDUCHERRY - 607 403.**