

FACULTY DEVELOPMENT PROGRAMME ON

**Methodology for Research in Management, Social Sciences,
Commerce, Law and Behavioural Sciences**

JOINTLY ORGANIZED BY:



School of Management Sciences

Indian Institute of Engineering Science and Technology (IEST)

Shibpur, India

&

The Strategy Academy Centre for Advanced Studies

Calcutta, India

A comprehensive programme on methods and techniques of research in management, social sciences, commerce, law and behavioural sciences, focusing on areas like problem formulation, citation of literature review, data collection, quantitative techniques, role of computer applications in research, conclusion of a research and publication process.

About Indian Institute of Engineering Science and Technology, Shibpur, India (IEST):

Indian Institute of Engineering Science and Technology, Shibpur, India was previously known as Bengal Engineering College. It was the second oldest engineering college in India and established in the year 1856. Currently this institution is under the Government of India and converted into an Institute of National Importance through an act of Indian parliament.

About The Strategy Academy Centre for Advanced Studies, Calcutta, India :

The Strategy Academy Centre for Advanced Studies, Calcutta, India set up in 2008, is a knowledge-based Professional Service Organization. The Academy was born out of a conviction. A conviction, that individuals and organizations can create and control their futures and destinies, irrespective of what they are up against, provided they are dissatisfied and impatient with what they are doing currently and possess a clear point of view and ambition to do something big and different in whatever space they choose to be in.

About the Programme:

School of Management Sciences, IEST, Shibpur, India and The Strategy Academy Centre for Advanced Studies, Calcutta, India together, brings forth a comprehensive 2- months programme for developing faculties, who are aspiring for in-depth knowledge in advanced research methodology. Here, you will learn the fundamentals of how to identify the problem in a research, i.e. the research question and formulate hypothesis based on it; how review of literature can strengthen the structure of a research; how to perform an empirical evaluation with proper data collection; what are the effective quantitative techniques in a research for the respective subjects of management, social sciences, commerce, law and behavioural

Programme Features:

- ***100% Online LIVE classes using SLTS (Smart Learning and Transformation Solution)***
- ***One-on-one & two way interactive***
- ***Recordings of all the classes***
- ***Weekend Classes; Two months programme; Two sessions per week; Two hours per session***
- ***Action learning project work***
- ***Multi-element Assessment***

Programme Benefits:

- ***Content is very contemporary to the current scenario of academic research methods***
- ***The program provides a 360-degree, holistic knowledge of modern research techniques***
- ***Weekend classes allow easy access to online classroom discussions, lectures without affecting working schedule***
- ***Learn from the best faculties from the premium institutions in India***
- ***Joint certification provided by School of Management Sciences, IEST, Shibpur, India and The Strategy Academy Centre for Advanced Studies, Calcutta, India, which advances your career, by a significant step***

Programme Designed by:



Dr. Ranjan Das

Professor of Strategy, Innovation, Entrepreneurship and Leadership

Prof. Das has 23 years of experience in teaching, training, research and working with premium institutions such as IIM Calcutta [1994 onwards], The Strategy Academy [2008 onwards], IIM Ranchi [Visiting: 2014-15], IIM Trichy [Visiting: 2014-17], UPH University- Jakarta [Visiting:2014-17], Indian School of Business, Hyderabad [Visiting: 2008-09], Hong Kong University of Science and Technology, Hong Kong [Visiting: 2005-06], and Haigazian College, Beirut, Lebanon [Visiting: 1979-80].

What you'll learn?

The two months programme covers the current trends in Research for faculty development. Techniques of how to develop and improve methodology for a pragmatic research work will be learnt here. Both descriptive and analytical approaches to problem formulation and result interpretation will be dealt with. Sampling and evaluating data will be of primordial focus with essential tools like T-test, F-test and Chi-square will be discussed in detail.

Schedule of session is as follows.

Session No	Day	Time (IST)	Topic
1	Saturday	4pm-6pm	Significance of Research in the respective areas – Types of Research – Pure and Applied Research – Exploratory and Experimental Research – Descriptive and Analytical Research – Quantitative & Qualitative Research
2	Sunday	4pm-6pm	Research Process: - Identification of Research Problem – Literature Review – Research Design – Hypotheses
3	Saturday	4pm-6pm	Quantitative Techniques for Research: -Descriptive Analysis (Central Tendency and Dispersion, Coefficient of variation, correlation and Regression Analysis)
4	Sunday	4pm-6pm	Quantitative Techniques for Research: -Descriptive Analysis (Central Tendency and Dispersion, Coefficient of variation, correlation and Regression Analysis)
5	Saturday	4pm-6pm	Quantitative Techniques for Research: Inferential Analysis (Parametric and Non-parametric tests, T-test, F-test, ANOVA, ANCOVA, Chi-square)

6	Sunday	4pm-6pm	Quantitative Techniques for Research: Inferential Analysis (Parametric and Non-parametric tests, T-test, F-test, ANOVA, ANCOVA, Chi-square)
7	Saturday	4pm-6pm	Quantitative Techniques for Research: Inferential Analysis (Parametric and Non-parametric tests, T-test, F-test, ANOVA, ANCOVA, Chi-square)
8	Sunday	4pm-6pm	Sampling: - Methods of Sampling - Probability and non-Probability Sampling methods – Data Collection – Methods of Collection of Primary Data – Interview Schedule – Questionnaire -Observation – Survey – Case Study
9	Saturday	4pm-6pm	Sampling: - Methods of Sampling - Probability and non-Probability Sampling methods – Data Collection – Methods of Collection of Primary Data – Interview Schedule – Questionnaire -Observation – Survey – Case Study
10	Sunday	4pm-6pm	Qualitative Techniques for Research
11	Saturday	4pm-6pm	Qualitative Techniques for Research
12	Sunday	4pm-6pm	<p>Analysis of Data and Report Writing:</p> <ul style="list-style-type: none"> • Editing – Classification – Coding and Tabulation – Report Writing – Contents of Research Report – Bibliography – Appendices • Application of Results and Ethics: Environmental Impacts – Ethical issues – Ethical Committees – Commercialization – Copy right, Intellectual property rights – Plagiarism- Reproduction of published material – Accountability

Who can Participate?

Research students and faculty members, interested in in-depth knowledge about advanced research designs and techniques, from any of the above specified fields can participate in the programme.

How it Works?

Active participation in classroom discussions and interest in research methodology is good for attending this programme. No special training or IT infra is needed by any participant, beyond what he/she has. 100% LIVE sessions will be attended by each participant from his/her Home or Office or ANYWHERE, using The Strategy Academy's 2 way interactive and real time DIGITAL Platform [with LIVE Audio plus Video Streaming]. What you need is a computer, laptop or any form of interactive device running on internet.

Assessment: The programme opts for Multi-Element Evaluation and Grading based on 4 parameters viz.

- Regularity of attendance during faculty conducted 100% LIVE and 2-way interactive sessions (60% attendance preferred)
- Number and quality of questions asked during faculty conducted sessions
- Action-Learning Project
- Performance at program-end online examination [open book]

Certificates and Grades:

School of Management Sciences, IEST, Shibpur, India and The Strategy Academy Centre for Advanced Studies, Calcutta, India will jointly provide the grades and certificates, which are easily sharable on social and professional sites.

Programme Fee:

Indian Participants: INR 9500 (Including all taxed and excluding transaction charges)

Other than Indian Participants: 125 USD (Including all taxed and excluding transaction charges)

- Group Discount of 15% can be availed if 3 or more people enroll for the programme together.
- Early Bird Discount of 10% is also offered when you enroll within 25th March 2018.
- No extra cost attached

Registration Link: <https://goo.gl/X1iyRz>

THE STRATEGY ACADEMY CENTRE FOR ADVANCED STUDIES

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