



NATIONAL APEX CHAMBER

Management Development Program (MDP) on Research Methodology: Challenges & Issues

23.06.2020, Tuesday (4:00 pm to 6:00 pm)

Introduction

Research skill sets are essential to employers because they help the company develop new products or services, identify the need and wants of their customers, improve what they do, keep up with changes in their industry and compete in their market.

It also helps in the investigation of finding solutions to scientific and social problems through objective and systematic analysis.

The education committee of PHDCCI presents a curated blend of MDP on Research methodology: Challenges & Issues to provide learning orientation to students, Research scholars and individuals who want to step their foot in the area of research and excel.

Objectives

- To enable the participants define research problems, develop an approach to research problems and select a suitable research design
- To foster the capabilities of learners for formulation and testing of hypotheses based on the nature of research.
- To engage a discourse that imparts skills to the learners to efficiently work in the area of research and deepen their knowledge in research methodology

Who can participate?

- Industry personnel interested in learning analytical and presentation skills for sound decision making
- Academicians/Faculties who want to enhance their research skills
- Students and Research Scholars who are about to step into the field of research
- Training institutes, learners from different fields of social sciences, market research, Information technology, health sciences, data miners,
- Marketing personnel, government functionaries

Workshop Delivery Mode

The online workshop will be in Device-to-Device (D2D) mode on the Zoom platform with adequate security features. The participants will attend the sessions by logging in from their computers.

Certification

The participants will be awarded a certificate of Participation in the Management Development Program (MDP) on Research Methodology: Challenges & Issues.

MODULE OF THE PROGRAMME

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|-----------------------------|---|
| 1. Introduction to research | 4. Hypotheses Framing and Testing |
| 2. Research Design | 5. Variables and their measurements |
| 3. Research Problem | 6. Pathway to Management with SPSS software: SPSS |

HURRY UP LIMITED SEATS AVAILABLE!

To ensure individual attention only 40 students will be taken into this batch. PHDCCI reserves the right to close registrations before 20.06.2020

Registration Fee: 250
(Inclusive of GST)

REGISTER ME

Last date of Registration: 20.06.2020

About PHDCCI

PHD Chamber of Commerce and Industry, established in 1905, is a proactive National Apex Chamber working at the grassroot level and with strong national and international linkages. PHD Chamber, through its research-based policy advocacy role, positively impacts the economic growth and development of the nation.

It is one of the Premier Chambers in India to have been accredited with "Diamond Grade" by NABET (QCI), at national and international level.

For additional information about the program, please contact

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