



**ARMY INSTITUTE OF MANAGEMENT &
TECHNOLOGY
GREATER NOIDA**

**RESEARCH METHODS FOR RESEARCH IN
BUSINESS MANAGEMENT, 2014
A FACULTY DEVELOPMENT PROGRAMME FOR
MANAGEMENT TEACHERS**

July 17-19, 2014



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ABOUT AIMT, GREATER NOIDA

Army Institute of Management & Technology (AIMT) was established by the Army Welfare Education Society (AWES) in 2004 in the emerging futuristic hi tech city of Greater Noida. AWES has so far established 127 Army Schools and 13 professional colleges. Designed to capture the increasing needs of industry for Management and Computer-Application professionals for the benefit of the wards of Army personnel, a sprawling new campus of the Institute was constructed over an area of 15.34 acres. The institute was inaugurated by Gen NC Vij, The Chief of the Army Staff, General NC Vij, PVSM, UYSM, AVSM, ADC, inaugurated the institute in the presence of several senior serving and retired army officers and civil dignitaries.

The campus has been built on an area of 15.34 acres. The campus can accommodate nearly 500 students at its peak capacity. The institute has all modern learning tools/facilities and aims to provide top class management and computer applications education to the students. The campus also has a residential complex to house all its teaching and non teaching staff. The institute is set to become one of the premier professional colleges of the country

AIMT, Greater Noida has been established to conduct MBA program in a fully residential campus. The first batch of students joined the institute in Aug 2004. The institute is affiliated to the Guru Gobind Singh Indraprastha University, Delhi. AIMT has a team of highly qualified core and visiting faculty. The programme aims at bringing together the students from diverse geographical and educational background like Science, Arts, Commerce & engineering and grooms their conceptual and analytical skills so as to streamline the talents to adapt to the ever demanding requirements of the modern business world. The objective is being achieved by various activities like case studies, debate, group discussion, students' workshop & mock-interviews.

OBJECTIVES OF THE PROGRAMME

Research methodology guides the researcher to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. Research methodology covers different steps that are generally adopted by a researcher in studying his/her

research problem along with the logic behind them. Researchers need to know how to develop certain indices or tests and how to apply particular research techniques. But knowing which of these methods or techniques are relevant and what would they mean and indicate, is equally important for them. The focus of this faculty development programme is to introduce various research methods to the participants, discuss fundamentals of research methodology, provide the knowledge about how to conduct statistical analysis to observe, understand and interpret data. The objective is to learn various steps of research process, data analysis methods and their application to solve and explain management research problems. The programme also aims at equipping the participants with the knowhow to using SPSS to perform analyses to check for statistical significance and interpret the data output in a manner relevant to them.

DURATION

There are eight modules containing one major Core Knowledge Content Area. Each module will consist of 1.5 hours of organized sessions and 1 hour of activity/assignment/practical/exercise at the end of the day and will be offered on a block release basis over 3 days.

FOR WHOM

Faculty from various AICTE approved Management Institutions and working professionals from Industries. The Practitioners from the related areas of Social Science, Humanities, Management and Science, interested in conducting research or pursuing Ph.D. will also find the programme useful for them.

PROGRAMME FEE

Registration Fee For;

- Academicians - Rs. 750/-
- Participants from Industry – Rs. 1500/-
- Research Scholars & students – Rs. 500/-

The registration fee is to be paid by a Demand Draft to be drawn in favour of “**Army Institute of Management & Technology**” payable at **Greater Noida or Noida**.

The participants are required to confirm their participation to the Programme Coordinator latest by July 14, 2017. The interested participants are requested to sending the filled registration form at the e mail address given at the end of the document to reserve seat for them as there are only 20 seats available for the programme. Annexure I, may be referred for the Registration Form.

Last Date of receipt of duly filled registration forms is July 15, 2014

The seats will be reserved on 'First Come First Serve' basis.

Resource Persons

Dr. Y. P. Gupta

M.Sc.(Maths, Statistics), MA (Psychology)

Areas of expertise -Quantitative Techniques & Research Methodology

A dedicated academician with exemplary capabilities, has been associated with the institutes like Delhi School of economics, NIIT University, IMT Ghaziabad for last more than two decades

Dr. Sekhar

B.Tech., PGDBM (IIMK)

Areas of expertise – Research Methodology & Quantitative techniques

Started his carrier with an engineering firm and chose to become a teacher after retiring from corporate world. Carries a long association with IIM, Indore, IMT Ghaziabad, BIMTECH & NIIT University.

Dr. Parul Gupta

Ph. D. PGDBM, LL.M.

Associate Professor – Marketing & Business Law

Army Institute of Management & Technology, Gr. Noida

Areas of expertise – Research Methodology & Business Law

Dr. Gyanesh Sinha

Ph. D., B.E , M.Tech (Industrial Engg. & Management), Gold Medalist from ISM, Dhanbad

Assistant Professor – Operations Management

Army Institute of Management & Technology, Gr. Noida

Area of expertise – Quantitative Techniques & Operations Management



PROGRAMME SCHEDULE

JULY 17-19, 2014

S.NO	TOPIC	SESSION/ TIME	FACULTY INSTRUCTOR
DAY ONE			
BUSINESS MANAGEMENT & RESEARCH METHODS			
Registration – 9:00 am-9:30 am Ice breaking – 9:30 am-10:00 am			
1	Research Problem, Research Questions & Designs	Morning 10:00 – 11:20 am	Dr. Y. P. Gupta
Tea Break 11:20-11:30 am			
2	Hypothesis Formulation & Measurement Scales	Forenoon 11:30-1:30 pm	Dr. Y. P. Gupta
Lunch Break – 1:30 – 2:00- pm			
3	Application of Parametric Tests & Non Parametric Tests	Afternoon 2:00-3:30 pm	Dr. Sekhar
Tea Break 3:30-3:40 pm			
4	Confidence Interval & Level of Significance	Afternoon 3:40-5:00 pm	Dr. Sekhar
DAY TWO			
SAMPLING TECHNIQUES & STATISTICAL ANALYSIS			
5	Concept of Sampling & Sampling Techniques & Case Study Discussion	Morning 10:00 – 11:30 am	Dr. Parul Gupta
Tea Break 11:20-11:30 am			
6	Questionnaire designing & testing Determination Statistical Distribution & it interpretation	Forenoon 12:00-1:30 pm	Dr. Parul Gupta Dr. G. K. Sinha
Lunch Break – 1:30 – 2:30- pm			
7	Determination Statistical Distribution & its interpretation Contd.. Statistical techniques for Sample Size	Afternoon 2:30-4:30 pm	Dr. G. K. Sinha
Tea Break 4:30-4:45 pm			
DAY THREE			
A WORKSHOP ON DATA ANALYSIS THROUGH SPSS			
8	An overview of SPSS -Data recording, Defining Variables & Other Basic Operations	Morning 10:00 – 11:20 am	Dr. Parul Gupta Dr. G. K. Sinha
Tea Break 11:20-11:30 am			
9	Data Analysis Tools – Factor Analysis, Regression Analysis, ANOVA (F test), t test, Cross tabulation & Descriptive statistics through SPSS	Forenoon 12:00-1:30 pm	Dr. Parul Gupta Dr. G. K. Sinha
Feedback Session-1:30 pm Valedictory Session -1:45 pm			

PROGRAMME COORDINATORS

Dr. Parul Gupta

Associate Professor – Marketing & Business Law

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Registration Form

Instruction: Please fill the particulars below in CAPITAL LETTERS:

Name: _____

Designation: _____

Organization Name & Address:

Mobile: _____

Email: _____

Signatures of Candidate: _____ *Date:* _____

Signatures of the Head of the Institution with seal

Date: _____