

## Session – II – Afternoon

**Objective:** To probe into Qualitative Research

- Experimental Research Design: Field Experiments.

**Participant's Activity:** Discussion on their Research.

## Valediction

### Registration Fee:

Registration Fee includes Lunch, Refreshment, Certificate and Workshop kit.

**Academicians / Faculty / M.phil and Ph.D Scholars Rs.500**

Payments can be made through **Demand Draft / NEFT.**

### Demand Draft Details:

Demand Draft should be taken in favour of **The Principal, Cauvery College for Women, Trichy -18**, payable at Trichy.

### NEFT Details:

Account Holder Name : **The Principal**, Cauvery College for Women, Trichy  
Account No : **15930100000087**  
IFSC Code : **UCBA0001593**  
Name of the Bank : UCO Bank  
Branch Address : Trichy Housing unit, Salai road branch

### Requirements

Participants are requested to bring their own Laptop for the Technical sessions.

For further details, please contact

**Dr.R.Seethalakshmi**  
Assistant Professor, Department of Commerce

Cauvery College for Women, Trichy - 18  
Mail Id: cauverycommerce@gmail.com  
Mobile: 82201 00821

### Convenor

**Dr.V.Sujatha**

Principal, Cauvery College for Women, Trichy

### Co-Convenor

**Dr.N.Savithri**

Vice Principal and Head Department of Commerce

&

**Mrs. N.Aruna**

Associate Professor, Department of Commerce

### Organising Secretaries

Department of Commerce

Dr.S.Shameem

Dr.M.A.Parveen Banu

Dr.S.Sudha

Dr.P.Kavitha

Department of Business Administration

Dr.J.Tamil Selvi

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Department of Business Administration

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Ms.S.Yalini

Ms.A.Suganya



## NATIONAL LEVEL WORKSHOP ON DEVELOPING HIGH QUALITY RESEARCH SKILLS

Registration Deadline : **20.02.2018**  
Workshop : **1<sup>st</sup> & 2<sup>nd</sup> March 2018**

Organized by

**PG & Research Department of Commerce  
and Department of Business Administration**

**Cauvery College for Women**

Nationally Re-accredited (III Cycle) with "A" Grade (CGPA 3.41 out of 4) by NAAC  
Annamalainagar, Trichy -18.



## About The College

Cauvery College for Women, the first Self Financing College in Tamil Nadu, was started in the year 1984, run by the Reddy Educational Trust affiliated to Bharathidasan University. It is the first private practitioners who impart higher education to empower young women students, especially the first generation learners. The college offers 15 UG courses, 11 PG courses and 5 Research Programmes. This well-equipped self-financing institution, recognized by UGC under 2(f) and 12(b). Cauvery College for Women is Nationally Re-accredited with 'A' Grade (CGPA III cycle 3.41 out of 4) by NAAC during the year 2016-2017.

## PG and Research Department Of Commerce

Commerce course is offered right from the inception of our college. It offers B.Com, B.Com. C.A., M.Com. M.Phil and Ph.D. At present, the Department is equipped with a dedicated team of 24 teaching staff and 796 students. The Department of Commerce is the proud recipient of 167 University Ranks till April 2017, which includes 13 First Ranks and is considered as the leading college in Commerce Education.

## Department of Business Administration

Cauvery College for Women has commenced Bachelor of Business Administration programme affiliated to Bharathidasan University on 30th July, 1987. Since Inception, the department has full strength and unique distinction of providing training to improve the leadership qualities and personality development of students from rural and backward areas. The Department has 8 eminent teaching faculties with 292 students. The Department of Business Administration is the loyal receiver of 37 university ranks inclusive of 2 university first ranks.

## Workshop Theme

This proposed workshop would Endeavour to explore more on Research Skills Development in the various Avenues of Research, Literature Review, Identifying the Research Gap, Conceptual Development, Appropriate Selection of Methodology based on Research Questions and Objectives, Analysis of Data using SPSS.

The focus will be on conceptual clarity and developing a high degree of familiarity with various Techniques of Data analysis. That will provides insight on Quantitative and Qualitative Research.

## Profile of Participants

Aspiring Researchers including Faculty, M.Phil and Ph.D scholars in the Area of Management and Commerce.

## Resource Persons

Dr.Preetha Menon  
Assistant Professor in Management Studies  
Symbiosis Institute of Business Management,  
Pune.

Dr.K.Rajeshwari  
Associate Professor in Management Studies,  
Great Lakes Institute of Management,  
Chennai.

Mr.S.Xavier  
Assistant Professor in Statistics, Loyala College,  
Chennai.

Dr.S.Ramkumar  
Assistant Professor in Business Administration,  
Vidyavardhaka College of Engineering,  
Mysore.

## Session Schedule

**Objective:** To develop the high quality Research Skills

### DAY -1

#### Session I - Forenoon

##### Registration

##### Inauguration

**Objective:** To develop the participants in Theory building

1. Exploring the various avenues of Research
2. Literature Review
3. Identifying the Research Gap
4. Development of a Conceptual Model
5. Methodology Selection

#### Session – II

**Objective:** To probe into Qualitative Research

- Case study Research: Designs and Methods

#### Session – III - Afternoon

**Objective:** To learn about the developing of Questionnaire and Testing of Hypotheses.

1. Developing the questionnaire
2. Reliability and Validity of the Questionnaire
3. Development and Testing of Hypotheses

### DAY 2

#### Session – I – Forenoon

**Objective:** To learn about the Statistical Techniques in SPSS

- Hands on training in various Statistical Techniques in SPSS
  - a. Univariate Analysis
  - b. Bivariate Analysis
  - c. Multivariate Analysis