

OVERVIEW OF THE COURSE

Research has a vital role in the development of the society. Social scientists use a wide variety of methods to collect study and analyze data relevant to a wide range of social phenomena. The classical disciplines of statistics and sociology have widened to encompass modern-day applications such as program evaluation, media studies, political science and market research. Empirical observation and logic are the foundations of social research. The object of social research is to create, disprove or validate theories through the scientific methods. This course examines the scientific method applied to the understanding of behavior, the recognition and posing of scientifically researchable questions, and the examination of different research designs. This course aims to provide participants with an understanding of the principles and skills needed in order to design and conduct social research. Participants gain an understanding of qualitative and quantitative methods in social research.

This Course :

- Familiarizes the participants with the systematic and objective steps in social research process.
- Enable the participants to critically evaluate empirical literature
- Helps to formulate research design
- Enable participants to identify appropriate sampling method for the research
- Acquaint participants with various qualitative and quantitative data collection methods to conduct systematic inquiry in social sciences
- Helps to identify appropriate data analysis tools for specific research objectives
- Enable participants to structure research papers and reports for publishing in reputed high impact factor journals.

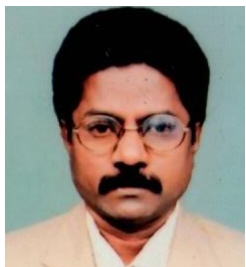
Date	9th October 2017 to 14th October 2017		
Location	BMS College of Engineering, Bull Temple Road, Bangalore-560019		
Course Schedule	9th October, 2017	Lecture: Introduction to Social Research Methods, Conducting an adequate Literature Review, Understanding theoretical contributions to research Practical session: Writing a research proposal	
	10th October, 2017	Lecture: Epistemology, Ontology, Methodology and Method of Research, Survey Research, Experimental Research and Case Study Research Practical session: Designing Questionnaire for Multivariate Data Analysis	
	11th October, 2017	Lecture: Measurement: Validity, Reliability & Scaling Techniques, Questionnaire and Scale Development, Sampling Design Practical session: Data Preparation & Screening, Reliability Analysis, Missing data analysis	
	12th October, 2017	Lecture: Data Analysis techniques: Descriptive and Inferential statistics, Multivariate Data Analysis Practical session: Descriptive and Inferential statistics, Data classification methods	
	13th October, 2017	Lecture: Structural Equation Modelling Practical session: Data Reduction methods, Multi-Dimensional Scaling	
	14th October, 2017	Lecture: Structuring and writing a research article and report Practical session: Structural Equation Modelling	
	Note: The participants would be provided with one research topic in each domain, HR, Marketing, Operations and Finance to write research proposal, out of which they can choose one appropriately. Discussions would be facilitated with questionnaires and sample spread sheets provided to participants. Practical sessions would be conducted using MS Excel and IBM SPSS Software.		
	Number of participants for the course is limited to sixty		
You should Attend if you are...	A Management Practitioner or Consultant A post graduate student / Research Scholar interested in Social Research / Management Research Interested in teaching a course in Social Research Methods / Business Research Methods		
Fees	The participation fees for taking the course is as follows:		
	Participants from abroad	:	US \$500
	Industry/ Research Organizations	:	Rs.10,000
	Faculty from other Institutions	:	Rs. 5,000
	Students from other Institutions	:	Rs. 2,000
	The above fee includes all instructional materials, computer use for tutorials and assignments. Payment to be made through NEFT. The details are as follows: Name of Account Holder : GIAN Social Research Methods Account Number : 50401182211 Bank & Branch : Allahabad Bank, Hanumanthnagar Branch IFSC Code : ALLA0212011 MICR Code : 560010007 The participants will be provided with accommodation based on availability on payment basis.		

THE FACULTY



Yogesh K. Dwivedi is a Professor of Digital Marketing and Innovation, and Director of the Emerging Markets Research Centre (EMaRC) in the School of Management at Swansea University, Wales, UK. His research interests are in the area of information systems including digital and social media marketing particularly in the context of

emerging markets. He has published more than 250 articles in a range of leading academic journals and conferences. He has co-edited/co-authored more than 20 books; acted as co-editor of fifteen journal special issues; organised tracks, mini-tracks and panels in leading conferences; and served as programme co-chair of 2013 IFIP WG 8.6 Conference on Grand Successes and Failures in IT: Public and Private Sectors and Conference Chair of IFIP WG 6.11 I3E2016 Conference on Social Media: The Good, the Bad, and the Ugly. He is an Associate Editor of European Journal of Marketing and Government Information Quarterly and Senior Editor of Journal of Electronic Commerce Research. More information about him can be obtained from: <http://www.swansea.ac.uk/staff/som/academic-staff/y.k.dwivedi/>.



Dr. S. John Manohar, Professor & HOD of MBA Department, BMS College of Engineering, Bangalore is a science graduate and an alumnus of XLRI, Jamshedpur. Prior to taking up academic assignment, he has served in many organisations in various capacities for 18 years. He has published many Research articles in Leading

Management journals. He has also travelled widely to many countries and chaired many conferences both national & international ones. Has been member, BOS in many universities and autonomous institutions. Research has become a part of his life.



Smitha V Shenoy is an Assistant Professor of Finance at BMS College of Engineering Bangalore. She has Post-Graduate teaching Experience of 12 years in Finance and Quantitative Techniques. Her research interests include Business Process Management (BPM) in Financial Services, Initial Public Offers, Portfolio Management

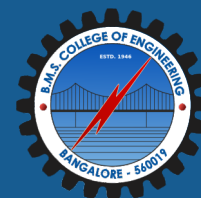
and Financial Planning, Project Finance, Data Analytics and Econometrics. She has presented several research papers in National and International Conferences and Journals. She has also attended FDP's from premier institutes which include training on Data Mining and Analytics from Indian Statistical Institute, Bangalore, FDP on Advanced Econometrics from IIM Kozhikode and Summer School in Empirical Finance and Accounting Research from IIM Calcutta. She has Industry consultancy assignments to her credit. She is an editor in the field of Management and Research, with DB Publications, International Digital Library.



Ministry of Human Resource Development
Government of India



GLOBAL INITIATIVE OF ACADEMIC NETWORKS
(GIAN)



BMS College of Engineering
(Autonomous College under VTU)

Course Coordinator

Smitha V Shenoy

Assistant Professor

Department of Management Studies & Research Centre

BMS College of Engineering

Bull Temple Road, Basavangudi

Bangalore -560 019

Ph. 9480091278

Smithavshenoy.mba@bmsce.ac.in

Course registration

[http:// www.gian.iitkgp.ac.in](http://www.gian.iitkgp.ac.in)