

Two roads diverged
in a wood and I—
I took the one
less travelled by.
And that has made
all the difference.
~ Robert Frost.

Faculty Development Programme

Uttahān-2013

On

“Research Aptitude in Management”

Organized by:

Sinhgad Business School, Erandwane, Pune

“I took the road less travelled by...and that has made all the difference”. Research is not following the same age-old beaten path. Research is plunging into new waters and bringing out new knowledge out of the oceans of The Unknown, and hence it is called a journey from “the unknown to known”.

But for this, the starting point is from “the known to unknown”. The aim of this Faculty Development Program is to bring eminent personalities from the field of Management Research, who have travelled the journey of unknown to known, to share their experiences with those set to take that path. This will enable and equip them towards the journey into the unknown and help them in their exploration into the field called Management Research. We hope that they will come out enlightened after this endeavor.

Sinhgad Business School started in 2007 with an objective to provide quality management education and training to aspiring management professionals. It has always been a forward thinking, modern and student oriented institution. It provides state-of-art technology, excellent library and reading room facilities, computer lab, Wifi campus for enrichment of both its students and faculty members.

SBS tirelessly strives to impart effective training, nurture research and give expert guidance to its faculty in order to imbue the requisite professional skills to achieve its objective. **“Utthān”** is SBS’ initiative in this direction.

“Utthān” means Awakening and Development of Knowledge and conveys the combined meaning of the terms Enlightenment and Enablement.



Sinhgad Technical Education Society's
Sinhgad Business School




Presents
 Faculty Development Program



UTTHAN-2013



on

Research Aptitude in Management

Date	Session / Time	Content	Proposed Speaker
02.01.2013 Wednesday	Morning/ 10.00-11.00	Key Note Address <ul style="list-style-type: none"> • Various Grants & Research funding agencies • Role of University, AICTE, DTE etc. in promoting research • Role of HRD (Govt. of India / Maharashtra) in promoting & funding research • Important dates for research Grants 	 Dr. E.B. Khedkar Dean, Management Faculty UoP
	Morning/ 11.00-12.00	Developing a research attitude in management faculty <ul style="list-style-type: none"> • India's Research Contribution • Importance of research for Management Faculty • Quality of Research & its Contribution • Public-private participation in research • Role of research towards development of society 	 Dr. Parag Kalkar Director, SIBACA
	Morning/ 12.00-1.00	Research Paper Writing <ul style="list-style-type: none"> • Importance of writing Research Paper • Selection of topic • Preparation of writing 	Dr. Subhash Bhave Professor Emeritus, IndSearch

		<ul style="list-style-type: none"> • Where to send for publication • Paper for Conference / Journal • Conceptual / Empirical Research 	
	Afternoon / 2.30-3.30	How to select Good Research Topic <ul style="list-style-type: none"> • Introduction to Research • Various sources of Identification of research topics • Literature Review – A methodical approach to select the research topic • Characteristics of good research topic • Basic criteria's for selecting research topic • SWOT Analysis of Research Topic • Conclusion and Question & Answers 	 <p>Dr. S.U. Gawade Head, SIOM Research Center</p>
	Afternoon / 3.30-5.30	Literature Review <ul style="list-style-type: none"> • What, Why, How??? • Types of resources to be used • What to look for in the literature? • Research Journals, e-journals, sources, Subscriptions • ISBN, ISSN and Indexed Journal • Free resources • Reliability of sources • Good libraries in Pune, its membership details • Dos and don'ts • Mini Case 	 <p>Dr. Deshpande Neela J. HOD, Librarian, Jaykar Library, UoP</p>
03.01.2013 Thursday	Morning/ 09.30-12.30	Setting of Title, Objectives & Hypotheses and Synopsis Writing <ul style="list-style-type: none"> • Importance of Title, its relevance. • How to identify researchable topic • Terminology like study, critical study, comparative study, analysis and so on and when to use these terms • Components of title and the sequence • What is objective? Its importance. • How to set objectives for a research? • How objectives are to be connected to title and Hypotheses? • Language of objectives 	 <p>Dr. Sharad Joshi</p>

		<ul style="list-style-type: none"> • What is hypothesis? Types of Hypotheses. • Terminologies of Hypothesis: Type I, II errors, Level of Significance & Confidence etc. • Wordings/ Language of Hypothesis and its mathematical convergence • Dos and don'ts • Mini Case/ Assignment 	
	Afternoon /2.00-5.00	<p>Research Design</p> <ul style="list-style-type: none"> • Why research??? • Types of Research, Importance and relevance of various types of research • Quantitative VS Qualitative approach • Relation between topic and type of research (with example) • Research Design and tools for primary data collection • Hypothesis formulation for various research designs <p>Data Collection</p> <ul style="list-style-type: none"> • What is Data? Types of Data • Methods of Data Collection • Which method is more suitable for given objectives/research type • Pilot study and its importance • Arranging data using excel • Dos and don'ts • Mini Case/ Assignment 	 <p>Dr. Amod Markale Director – Zeal Institute</p>
4.01.2013 Friday	Morning/ 9.30- 12.30	<p>Questionnaire Designing & Scaling Techniques</p> <ul style="list-style-type: none"> • Tools for data collection • Questionnaire Designing • What is Scaling • Types of Scales & Data • When to use which scale? • Techniques of Scaling: Rating & Ranking scales • Sequence of questions (Format) • Size of questionnaire • Types of Questions • connect of questionnaire with objective & Hypothesis 	 <p>Dr. Shailesh Kasande Director, VIM</p>

		<ul style="list-style-type: none"> Online questionnaire: using Google forms Dos and don'ts Mini Case/ Assignment 	
	Afternoon / 2.00-5.00	Sampling Design <ul style="list-style-type: none"> What is sampling? Types of Sampling (example) Where to use which type of Sampling technique (with example) Determination of sample size Dos and don'ts Mini Case/ Assignment 	
05.01.2013 Saturday	Morning/ 9.30-5.30	Data Representation & Analysis: SPSS (Practical Approach) <ul style="list-style-type: none"> Data entry in SPSS Descriptive Analysis Diagrammatic Representation Crosstab Importing Data from other sources 	 <p>Dr. Roshan Kazi HOD-MBA, ALLANA Institute</p>
		Hypotheses testing through SPSS (Practical Approach) <ul style="list-style-type: none"> When to use which test (Data requirement for each test) Student's t-test for comparison of means Chi-square test Factor Analysis 	
06.01.2013 Sunday	Morning/ 9.30-12.30	Hypotheses testing Cont.... <ul style="list-style-type: none"> ANOVA Rank Correlation Interpretation of results 	 <p>Dr. M.C. Dixit Dean Management</p>
	Afternoon /2.00-4.00	Thesis writing (Format)/ Dos & Don'ts <ul style="list-style-type: none"> Indexing/ Dos & Don'ts Bibliography: Writing style & Format/ Dos & Don'ts Writing of Pre-presentation synopsis / Dos & Don'ts 	

			Faculty - TMV
	Afternoon /4.00-5.00	Participants' view sharing	
12.01.2013 Saturday		<ul style="list-style-type: none"> • General feedback from the experts about the assignments/case study • Panel Discussion & Certificate Distribution 	

Instructions:

1. The number of participants is restricted to 25 only.
2. The candidates should be registered/ in process of registration for Ph.D.
3. Candidates shall have to attend the program on all days.
4. Candidates should strictly adhere to the timings (9.00am-7.00 pm)
5. Candidates failing to attend all the sessions on all days shall not be given the certificate.
6. Candidates should be prepared for rigorous classroom and practical sessions.
7. Candidates are required to submit assignments and case analysis as and when required.
8. Last date for registration is 15/12/2012
9. Fees for registration is Rs. 2500/ payable through cash or DD in favour of "Sinhgad Business School".
10. Candidates are required to send their latest profile (CV) along with the Registration form and DD/cash
11. On the spot registrations are not allowed.
12. Breakfast, Working Lunch and tea will be served at the program venue.
13. Candidates are requested to carry their Laptops.
14. Candidates may contact the following for further details/ queries:
 - a. Prof. Dhananjay Mandlik 9623448939 100djay@gmail.com
 - b. Prof. UllasPramanik 9226284887 pramanikullas@gmail.com

Dr. AditiMarkale

Director