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Convener

Dr. S. Chinnam Reddy
Dean, Faculty of Management,
Marwadi Education Foundation's
Group of Institutions, Rajkot.

Tel. : 0281-2924155/156
Mobile: +91 97277 78190
Email: screddy07@gmail.com
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Location Map



Technical Campus

Rajkot-Morbi Highway, At: Gauridad, Rajkot 360 003.
Tel : +91-281-2923112, 2924155 / 56
Cell : +91-97277 24661 / 62 / 63 / 64 / 65 / 66
Email : info@marwadieducation.edu.in
www.marwadieducation.edu.in

Career Investment

2000/- per participant (Faculties from GTU affiliated colleges)
2500/- per participant (Faculties from Non-GTU Colleges)
Fee includes programme registration.

Programme Dates

July 23- 25, 2012

Venue

Marwadi Education Foundation's
Group of Institutions (MEFGI),
At: Gauridad, Rajkot-Morbi Highway, Rajkot 360003.

Accommodation* (Optional)

Limited accommodation is available at MEFGI Campus.
Single occupancy 300 per day (including food)
*This will be in addition to the programme fee.

For any further information, please contact

Prof. Siraj Bloch,
Faculty of Management,
Marwadi Education Foundation's
Group of Institutions, Rajkot

sirajbloch@gmail.com siraj.bloch@marwadieducation.edu.in

+91 81286 68957 | 0281-2924155/156 (Ext. 146)

Website

www.marwadieducation.edu.in

Registration

Please fill in the registration form and mail it along with a DD
in favour of
**Marwadi Education Foundation's
Group of Institutions – MBA,**
payable at Rajkot latest by 15 July, 2012 to:

Prof. Siraj Bloch,
Marwadi Education Foundation's
Group of Institutions (MEFGI),
At: Gauridad, Rajkot-Morbi Highway,
Rajkot 360003. Gujarat. India.



Marwadi Education Foundation's Group of Institutions, Rajkot

In Association with



Gujarat Technological University

Presents

Three-days Long Faculty Development Program

On

ADVANCED BUSINESS RESEARCH



KNOWLEDGE

IS THE CURRENCY FOR THE 21st CENTURY

Programme Overview

Knowledge can be imparted from processing information and information can be imparted from processing data. Quantum of data is available with the organizations at many levels and in varied forms but how to make use of these tons of data is still a question. To drilldown knowledge from this data, the role of Business Research comes into existence.

Three-days Long event covering research based aspects across industries is being organized by Faculty of Management, MEFGI, at Rajkot, during the period 23rd to 25th July 2012. The programme aims to address the fundamental questions on what constitutes business analytics and where should one leverage its capabilities.

This is a knowledge sharing platform where field experts, veteran and research scholars meet to exchange knowledge and experience on Business Research. With the rising complexity of global businesses, gut decisions and hunches no longer suffice. Successful responses to threats and opportunities now depend on rapid and smart execution. To achieve these objectives, more and more organizations are turning to Business Research.

WHY you should attend: Payoff / Benefits

- To know what is Business Research and where should we leverage.
- Gather the best practices for deploying & succeeding with Business Research & Analytics, in today's ever changing business landscape.
- Network with field experts on how to embrace Business Research.

WHY?

Objectives
Learning Outcome
Content

Objective and Learning Outcome

The objective of the programme is to provide hands on experience to the participants in understanding the process of conducting basic as well as advanced business research. The participants will be able to learn in-depth use of statistical software that are widely used for conducting business research study.

At advanced level, the participants will get exposure to various multivariate methods in research and understand advanced issues of research. Though other methods like qualitative research will also be covered, how-ever, the primary focus will be on Business Research.

- To provide conceptual clarity of the research
- To generate insight into different business research & research designs
- To make you familiar with tools and techniques of Business Research

Deliverables

- Introduction to Research and Problem Formulation
- Research Process and Research Design
- Sampling Theory
- Hypothesis Formulation and Testing Techniques
- Non-Parametric Test and Parametric Test
- Multivariate Analysis
- Use of SPSS in Data Analysis

Resources Persons

Drawn from well-known Management Institutes, B-Schools, and Universities, experts who are having decades of teaching experience in prestigious institutes like IIMA and other. Special invitees from the field of Business Research & Operation Research will share insightful observations and experience of decades along with the new research tools, techniques and software.

Registration Form

Name : _____
(In Block Letters)

Sex: _____

Highest Qualification: _____

Institution / Organization: _____

Designation: _____

Experience: _____ years

Full address for communication:

Contact No: _____

Email: _____

Accommodation Required* (for out-station faculties only):

Yes No

Bus – facility (for those who are coming from Rajkot):

Yes No; if yes, then Station: Indira Circle

Draft/Cheque details: _____

Bank: _____

DD/Cheque No.: _____

Date: _____

Amount: _____

Signature of applicant: _____

Signature & Seal of the Head of the Institution:

Date: _____