



# **STAFF DEVELOPMENT PROGRAMME**

ON

**MARKETING RESEARCH PROCESS AND DATA ANALYSIS**

**SPONSORED BY**

**ALL INDIA COUNCIL FOR TECHNICAL EDUCATION (AICTE)**

**NEW DELHI**

FROM

**DECEMBER 15 to 29, 2011**

**(THE LAST DATE FOR REGISTRATION FOR THE SDP IS DECEMBER 06, 2011)**

**ORGANISED BY**

**M. M. INSTITUTE OF MANAGEMENT  
MAHARISHI MARKANDESHWAR UNIVERSITY  
MULLANA- 133207, HARYANA, INDIA**

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## **ABOUT THE UNIVERSITY**

M. M. Educational Trust has the pride privilege of establishing the first self financing Engineering College, first self financing Medical College and the first self financing Deemed University in the region. The other campuses which have been developed by the Trust includes M. M. University, Sadopur (Ambala); M. M. University, Solan (H.P.) and M. M. Group of Institutions, Ramba (Karnal).

The Mullana campus of the University is running B.Tech, M.Tech, MBBS, BDS, BPT, B.Pharma, B.Sc (Nursing), B.ED, M.ED, LLB, MBA, BBA, B.COM, MCA, BCA and other courses.

## **ABOUT M. M. INSTITUTE OF MANAGEMENT**

M. M. Institute of Management (MMIM) is a premier B-school that was founded in the year 2003. It is one of the leading lights among the several professional institutes of higher learning established under the banner of the Maharishi Markandeshwar University Trust. MMIM has been consistently rated highly amongst the country's best B-schools. The National Board of Accreditation (NBA), CSR-GHRDC and the All India Management Association (AIMA) have independently rated and recognized MMIM's continuing contribution to management education and research in the country. Other leading independent publications such as Business India, Electronics For You (EFY), Business & Management Chronicle and Careers 360° (Outlook magazine) have also rated MMIM as one of the best in India.

The curriculum of all the courses at MMIM incorporate the very best continuous benchmarking exercise with UGC model curriculum and top b-schools both from India and abroad. All programs are either semester or trimester based. The programs follow the credit system and final scores are based on CGPA calculations. The courses offered i.e. M.B.A., B.B.A., B. Com. (Hons), M. Phil. and Ph. D. are based on curricula that meets the regulatory and the industry requirements. All the courses at MMIM are taught using a variety of teaching methods and are detailed in the Lesson Plan prepared at the beginning of the semester. Role Playing, Case Study Analysis, Seminar Presentations, ICT enabled Communication Skills development, Group discussions, Foreign language courses, Quizzes, Business games, Field Trips are an essential part of the teaching-learning process. MMIM learning

resources have been enhanced with the introduction of the ERP-Smart Campus technology. This MIS technology enables cross-functional data sharing and enables quick and accurate decision making for all stakeholders. The institute also offers Courses in collaboration with IBM to impart students with additional skill sets. MMIM also has linkages with institutions based abroad and hosts a number of students from overseas for the various courses that it offers.

The faculty members at MMIM are highly qualified with a majority being PhDs are having corporate experience at senior positions. The faculty members are encouraged to upgrade their skills at regular intervals through FDPs, Workshops, QIPs, and Publications etc.

M. M. Institute of Management also comes out with its bi-annual refereed Journal on Management Innovations and Practices (MMUJMP with ISSN 0974 - 7257) wherein it invites original research based papers, articles, case-studies, book reviews from academicians and practicing managers on topics of current issues in management. In terms of learning resources 1200 reputed e-international journals & e-periodicals are available through the Corporate Resource Network (CRN) of EBSCO Publishing. MMIM has a state-of-the-art Communication lab and a research lab with SYSTAT statistical analysis-software.

The Corporate Resource Centre (CRC) at MMIM is one of the most efficient and effective industry-academia interface in the region. It arranges some of the best placements, summer trainings, live projects and guest talks for its students. It also conducts student employability profiling and placement preparation sessions. MMIM has conceptualized an innovative practice of inviting young entrepreneurs and CEO's under their "Meet the CEO Series". Through the CRC, students are also encouraged to undertake community development and industry based live projects. All faculty members are assigned mentoring roles and each student has a team of mentors for academic, personal and behavioral Counseling. Students also team up with specialist trainers (both in-house and external) for identification & execution of focused training of the students.

MMIM faculty also supervises the doctoral research work of faculty of other MMU constituent colleges. MMIM organizes various institute-level and inter-college, academic, cultural and sports events from time to time and also hosts numerous events of the university / constituent colleges on its premises.

### **ABOUT THE PROGRAMME**

This Staff development Programme of two weeks duration is being organized by M. M. Institute of Management for the benefit of the participants to sharpen their research skills and abilities.

In the prevailing electronic information era, data is available in plenty and through different sources. The success largely depends as to how the raw data is analysed and used to make useful decisions.

The programme is aimed at imparting the following to the participants:

- Develop skills for selecting appropriate statistical tools for the research problem.
- Equip with analytical knowledge and skills to enhance the quality of research.
- Enhance managerial ability to apply to different types of statistical tools, interpret and use the results for rational decision making.
- Insight into the procedure for writing a research report.
- Use of SPSS for research purpose.

### **CONTENTS OF THE PROGRAMME**

- Research Fundamentals: Sources of Research Problem, Selection of Research Problem, and Errors in selecting a Research Problem.
- Research Design: Exploratory, Descriptive and Experimental Research Design. Selection of a research design, Prerequisite of a good research design. Hypothesis building and its testing.
- Sampling and Data Collection: Random and Non- Random sampling, sampling and non sampling errors, Types of data, editing of data, constructing a Questionnaire and its pre-testing, Reliability analysis.
- Data Analysis and Report writing. Use of statistical software in Marketing Research.

### **WHO CAN BE A PARTICIPANT**

Any Management faculty member of AICTE approved institute having **less than 5 years teaching experience (excluding industry experience)**. **There are no registration charges as the event is sponsored by AICTE, New Delhi.**

### **ACCOMMODATION**

**Limited hostel accommodation is available which will be provided free of cost to participants on first come first serve basis.** However, accommodation may be booked in hotels in adjoining areas on payment basis.

### **CLIMATE**

The area is quite cold. The participants are required to bring their woolen clothes including caps for their comfortable stay.

### **LOCATION**

M. M. University, Mullana is located on Ambala- Jagadhri Highway (NH-73). Mullana is 25 Kms from Ambala Cantt.; 28 Kms from Jagadhri and 68 kms from Chandigarh. It is well connected by rail and road.

# HOW TO REACH US

Distance from I.G International Airport, New Delhi: 225 k. m.

Distance from Chandigarh Airport: 42 k. m.

Distance from Ambala Cantt. Railway station: 23k.m.

Distance from Ambala Cantt. Bus station: 23 k.m.



## **By Bus:**

**If you start from New Delhi.**

Take any bus going towards Chandigarh/Punjab/Himachal Pradesh/ J&k. and get off at Ambala Cantt. Bus exchange. From there catch any bus going towards Yamunanagar/Jagadhri/or any local bus towards Mullana stop.

Another route can be opted via Barara. In this case the bus has to be changed from Shahabad Bus exchange.

**If you start from Chandigarh.**

Take any bus going towards New Delhi/Jaipur/Rohtak/Panipat/Agra and get off at Ambala Cantt. Bus exchange. From there catch any bus going towards Yamunanagar/Jagadhri/or any local bus towards Mullana stop.

## **By Car:**

**If you start from New Delhi.**

- Carry on traveling straight up on NH-1 towards Amritsar
- Take a right turn from Ambala Cantt. on staff road
- Take a right turn from Indira Chowk
- Follow NH-73 towards Yamunanagar/ Jagadhri
- MMU Campus is about 23 k.m from Ambala Cantt.
- Another route can be opted via Barara. In this case, you have to turn right from Shahabad towards Barara.
- Third option available is to take a right turn from shahbad onto Saha Road, From Saha roundabout take right and MMU campus is about 5 k.m. away.

**If you start from Chandigarh**

- Carry on traveling straight up on NH- towards New Delhi
- Take a left turn from Ambala Cantt on Staff Road
- Take a right turn from Indira Chowk
- Follow NH-73 towards Yamunanagar/ Jagadhri
- MMU Campus is about 23 k.m from Ambala Cantt.

## **By Train:**

- Trains from New Delhi and Chandigarh are available for Ambala Cantt.
- From Ambala either Train link can be used to reach Barara (From where Local Taxis are freely available for MMU) or
- Buses and taxis are easily available for MMU from Ambala Cantt. Railway station.

## **By Air:**

- Nearest International airport is I.G.I airport, New Delhi. From here Taxis are available.
- Nearest Domestic airport is Chandigarh airport, Chandigarh. From here taxis are available.

# ORGANISING COMMITTEE

## **CHIEF PATRON**

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CHANCELLOR  
M. M. UNIVERSITY, MULLANA

## **PATRON**

DR. S. G. DAMLE  
VICE- CHANCELLOR  
M. M. UNIVERSITY, MULLANA

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PRINCIPAL  
M. M. INSTITUTE OF MANAGEMENT, M. M. UNIVERSITY, MULLANA

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