



P.K.R. ARTS COLLEGE FOR WOMEN

(Reaccredited with 'A' Grade by NAAC)

**Autonomous Institution - Affiliated to Bharathiar University
Gobichettipalayam , Erode District, Tamilnadu**

Department of Commerce

**Research forum
cordially invites**

**Happy Valley Business School,
Coimbatore,
to organize**

Faculty Development Programme on

Crafting the Foundation: Exploring the Essentials of Research Methodology

**From October 9,2023 to October 13, 2023
Timing 7:00 pm to 8:00 pm**

**For Registration scan the
QR Code**



**No Registration Fee
Mode**



ABOUT THE DEPARTMENT

The Department of Commerce functions with the objective of grooming young and aspiring women to achieve their goals during their stay in this college. Over the years, it has grown remarkably both in qualitative and quantitative aspects. Currently the Department offers B.Com, B.Com (CA), B.Com (Professional Accounting) and M.Com courses. The department also offers research programmes leading to M.Phil and Ph.D. The department is manned by academically well-qualified and experienced faculty members. The faculty members have been consistently involving themselves in attending faculty development programmes and in publishing research articles in reputed journals and participating in various national and international forums to make them updated with the current issues in commerce domain which ultimately benefit our students. To make our students versatile and employable, the department has been conducting seminars, workshops, symposiums, guest lectures, industrial visits, personality development and internship and tally training programmes regularly.

ABOUT THE FDP

The FDP is designed to provide support and guidance to early-career faculty members and research scholars in the social sciences, specifically focusing on research methodology. It aims to cover the fundamental aspects of research methodology, both in theory and practice. The course will emphasize key areas such as defining research problems, creating research hypotheses, conducting literature reviews, using various data collection methods, selecting appropriate statistical analysis techniques and enhancing report writing skills.

Convener

**Dr. P. Natesan
Head & Dean**

**Dr.S.Murugaiyan
Associate Professor**

**Department Research
Co-ordinator
Dr.N.Ramya
Assistant Professor**

**FDP Co-ordinator
Mrs. P.M. Shiyana,
Assistant Professor**

The schedule for the FDP on Research Methodology

Day	Topic	Resource Persons
Day 1 Monday (09.10.2023)	Understanding Research and Research Design <ul style="list-style-type: none">• Introduction to Research and its Significance• Basics of Research Methodology• Types of Research• Overview of the Research Process	Dr. C. Kanagaraj , CEO, Happy Valley Business School
Day 2 Tuesday (10.10.2023)	Research Problem Identification <ul style="list-style-type: none">• Identifying a Research Problem• Formulating Research Questions and Objectives	Dr. T. Bina , Director, Happy Valley Business School
Day 3 Wednesday (11.10.2023)	Literature Review Process <ul style="list-style-type: none">• Importance of Literature Review• Conducting a Literature Review	Mr. Arun Chandran , Assistant Professor, Happy Valley Business School
Day 4 Thursday (12.10.2023)	Data Collection Methods <ul style="list-style-type: none">• Quantitative vs. Qualitative Research (Basic Introduction)• Survey Methods and Questionnaire Design	Dr. K. Sampath Kumar , HOD, Happy Valley Business School
Day 5 Friday (13.10.2023)	Data Analysis and Interpretation <ul style="list-style-type: none">• Introduction to Data Analysis• Introduction to Quantitative Data Analysis Techniques (Tools)• Interpreting Research Findings	Dr. S. T. Nambi , Associate Professor, Happy Valley Business School