

About MNNIT

Motilal Nehru National Institute of Technology Allahabad (MNNIT) is an Institute with total commitment to quality and excellence in academic pursuits. With over 45 years of experience and achievements, in the field of technical education, it has traversed a long way. With the enactment of National Institutes of Technology Act-2007, the Institute has been granted the status of Institution of National Importance. The Institute now offers nine B.Tech., nineteen M.Tech. Degree Programmes (including part-time), MCA, MBA, M.Sc. (Mathematics and Scientific Computing) and Master of Social work (M.S.W.) programmes and also registers candidates for the Ph.D. degree. The Institute has been recognized by the Government of India as one of the centers for the Quality Improvement Programme for M.Tech. and Ph.D. The Institute has been selected as a Lead Institution under World Bank funded Government of India Project on Technical Education Quality Improvement Programme (TEQIP) (2002-2007). Two state level institutions are networked with MNNIT under the project.

About SMS

School of Management Studies (SMS) has created a coveted niche for itself in Management Education of the country. Established in 1996, SMS offers one full time PG degree programme, viz. Master of Business Administration (MBA). Intake of the student in MBA is of 60 students. Students get the advantage of dual specialization, out of – Systems Management, Marketing Management, Financial Management, Human Resource Management and Operations Management. SMS also offers Ph.D. programmes on stipendiary and non-stipendiary basis for full time and off campus candidates.

The faculty is highly qualified with international exposure and motivated to inculcate quest for perfection among the students. Short term Training/Management Development Programmes for industry and faculty are regularly organized with MHRD and AICTE collaboration. School of Management studies has emerged as one of the niche institutions in the University system, ranking no. 42 in overall rank and 8th in terms of ROI in the country, in a MDRA survey of B School by Outlook News Magazine, 2012.

About Allahabad

Allahabad the city better known as "PRAYAG". It is well known through out the country for its contribution in nation building. Its a holy and religious place and the meeting point of three most pious rivers namely Ganga, Yamuna and Saraswati. The city has always been associated with well known personalities of the country which has aggrandized the glory of the city. It has many governmental institutions which includes MNNIT, High Court of UP, Allahabad University & tourist places like Sangam, Anand Bhawan, Narayani Ashram etc.



Coordinators

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SHORT TERM TRAINING PROGRAM ON Qualitative Research Methods 18th– 24th October, 2016



Organized by

स्कूल आफ मैनेजमेंट स्टडीज
मोतीलाल नेहरू राष्ट्रीय प्रौद्योगिकी संस्थान इलाहाबाद
इलाहाबाद - २१०००४ (भारत)

SCHOOL OF MANAGEMENT STUDIES
Motilal Nehru National Institute of Technology Allahabad
Allahabad – 210004 (India)

Preamble

Traditional methods of teaching and research, especially in the field of management education are not fully effective in understanding several aspects of the real business world. The Qualitative methods of research offers a useful tool to further diagnose the complex issues and provides insights into the problem.

This Short Term Training Program aims to train the participants in understanding theoretical foundation of qualitative research methods, its implementation including sampling, converting verbal & visual data, and its documentation. The nuances of researching and developing a case would be dealt in detail. The training program would be useful for professional development of teachers, trainers, researchers and professionals.

Objectives of the Workshop

Designing a Qualitative Research Plan

Conversion of various forms of Data: Verbal, Visual, Online as well as Observation and Mediated Data.

Triangulation of Research Methods

Report Writing and Publishing

Topics

It would include various aspects of Qualitative research related to social science and functional areas of management.

- Qualitative Research Design
- Types of Qualitative Research
- Ethnography, case study, grounded theory
- Observation interview techniques, content analysis
- NVIVO, SPSS

Pedagogy

Practical examples group discussions, conceptual lectures and experience sharing are some of the techniques that would be employed in the Short Term Training Program. Hands on experience on NVIVO, SPSS software as well as practice sessions on observation technique, interview method and case study would be included in the workshop. The participants would be expected to actively participate in the class as well as invest time and effort.

Experts

Various eminent experts in the area will be drawn from IITs/IIMs, NITs, Universities and other Collaborating Institutes.

Who can participate

Faculty Members, Research Scholars, Post graduate students and Industry professionals, actively pursuing research in the field of relevant areas of Social Science viz economics, commerce, psychology, philosophy, sociology, management and other allied areas of research.

Accommodation

Assistance may be provided on request for booking of accommodation at Executive Development Center, MNNIT on twin sharing basis, paid by participants.

Registration Fees

The following non residential fee per participant is payable by cash or through a demand draft in favour of SMS-STTPTS payable at Vijaya Bank, Allahabad or through NEFT transfer as per the details given below:

Beneficiary Name: - SMS-STTPTS
Bank Name: - Vijaya Bank
A/c No. - 718400301000070
Branch: - MNNIT Allahabad
Branch Code: - 007184
IFSC Code: - VIJB0007184

- Industry Professional; 6000/-
- Faculty; 4500/-
- Research scholars; 3500/-

Patrons

Prof. S. K. Duggal

Director

Motilal Nehru National Institute of Technology Allahabad

Prof. Geetika

Dean Academics

Motilal Nehru National Institute of Technology Allahabad

Dr. Tanuj Nandan

Head, School of Management studies

Motilal Nehru National Institute of Technology Allahabad

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School of Management Studies

Motilal Nehru National Institute of Technology Allahabad

REGISTRATION FORM

Industry Participant Faculty Research Scholar

Name:.....

Designation:.....

Organization:.....

Address for Communication:.....

Phone(O).....(R)

Mobile:.....

Fax:.....

E-mail :.....

Payment Mode- Demand Draft Cheque
NEFT Cash

Drawn in favour of Vijaya Bank, payable at Allahabad, in the name of SMS-STTPTS, DD No/Cheque NoDate Amount

Bank.....For NEFT Transfers; IFSC Code VIJB0007184; Branch Code: 007184, Vijaya Bank MNNIT Branch Allahabad; Account No; 718400301000070

(Please mail the details of NEFT transfer to the Coordinator)

Accommodation Assistance required: Yes / No (Twin Sharing)

If yes, From.....To.....

Date:

Signature

(Signature of the Forwarding Authority)

Register online at www.sttpqrm.com